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**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

# Connecticut

**1977  
CENSUS OF  
RETAIL  
TRADE**









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**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

**Connecticut**



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**ACKNOWLEDGMENTS**—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

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Forms design was performed in the Administrative Services Division, Henry J. Husmann, Chief. The entire staff of the Forms and Mail Management Branch made significant contributions in the planning, design, review, and composition of the forms.

Within the Publications Services Division, many individuals made significant contributions in publication planning and design, editorial review, composition, and printing procurement. These operations were performed under the direction of Raymond J. Koski, Chief, assisted by Milton S. Andersen, Gerald A. Mann, Wayne H. Massey, Helen M. Curtis, Jacqueline A. Gans, Charles C. Huntley, Nicholas Preftakes, Rosemary B. Vance, and Robert Warunek.

Clerical and data keying operations were performed in the Data Preparation Division at Jeffersonville, Ind., under the direction of Don L. Adams, Chief, assisted by Rebecca Lamon and George Wilson. Clerical supervision was provided by Helen Swank.

The geographic coding procedures and computer programs were developed in the Geography Division under the direction of Jacob Silver, Chief, assisted by Silla G. Tomasi, Gerald Cranford, Terence D.

McDowell, Dan Harding, Phyllis Krause, Walter Yergen, and Rose J.A. Quarato.

Computer processing was directed by C. Thomas DiNenna, Chief, Computer Services Division. John E. Halterman, Jesse J. Verdeja, Willie E. Clark, and Norman W. Larsen, provided staff assistance.

Lawrence E. Cornish, Systems Software Division, made significant contributions by developing special-purpose computer programs for publication preparation.

Donald E. Young, Lawrence H. Lyons, and Robert S. Taylor, of the Office of the Assistant Director for Economic and Agriculture Censuses, participated in overall planning and review of the census operations.

This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

Special acknowledgment is also due the local Census Statistical Areas Committees (CSAC's), which delineated areas included in this report, and to the many businesses whose cooperation has contributed to the publication of these data.

**Library of Congress Cataloging in Publication Data**

United States. Bureau of the Census.  
1977 census of retail trade.

**CONTENTS:** [1] Geographic area statistics.  
[2] Major retail centers in standard metropolitan statistical areas. [3] Subject reports. [4] Merchandise line sales.

1. Retail trade—United States—States—Statistics.  
2. Retail trade—United States—Statistics. I. Title.  
II. Title: Census of retail trade.  
HF5429.3.U535 1978 381 78-606155

For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any U.S. Department of Commerce district office. Postage stamps not acceptable; currency submitted at sender's risk. Remittances from foreign countries must be by international money order or by draft on a U.S. bank. Stock No. 003-024-01963-9

# WHAT IS IN THE TABLES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Salaries <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of--		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area



## AIDS TO TABLE USE

### DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

### MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

### DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

### ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
—	Zero.

## INTRODUCTION

HISTORY OF THE ECONOMIC CENSUSES . . . . .	V
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### HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

### USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

### AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

### CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.<sup>1</sup> It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

<sup>1</sup> Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.



For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

## MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

### Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

### Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

### Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores<sup>1</sup> located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.<sup>2</sup> MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

### Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

<sup>1</sup> An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

<sup>2</sup> Minimum square footage criterion was waived in a few special cases at request of local CSAC.



## CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.<sup>1 2</sup>
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

<sup>1</sup> For all establishments, including those with no payroll.

<sup>2</sup> Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

## GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.





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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

## MAPS

Standard Metropolitan Statistical Area  
Central Business Districts  
Major Retail Centers

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# BRIDGEPORT



## Bridgeport Central Business District

Comprising Census Tracts 707, 708 and 715

0 1000 2000 FEET





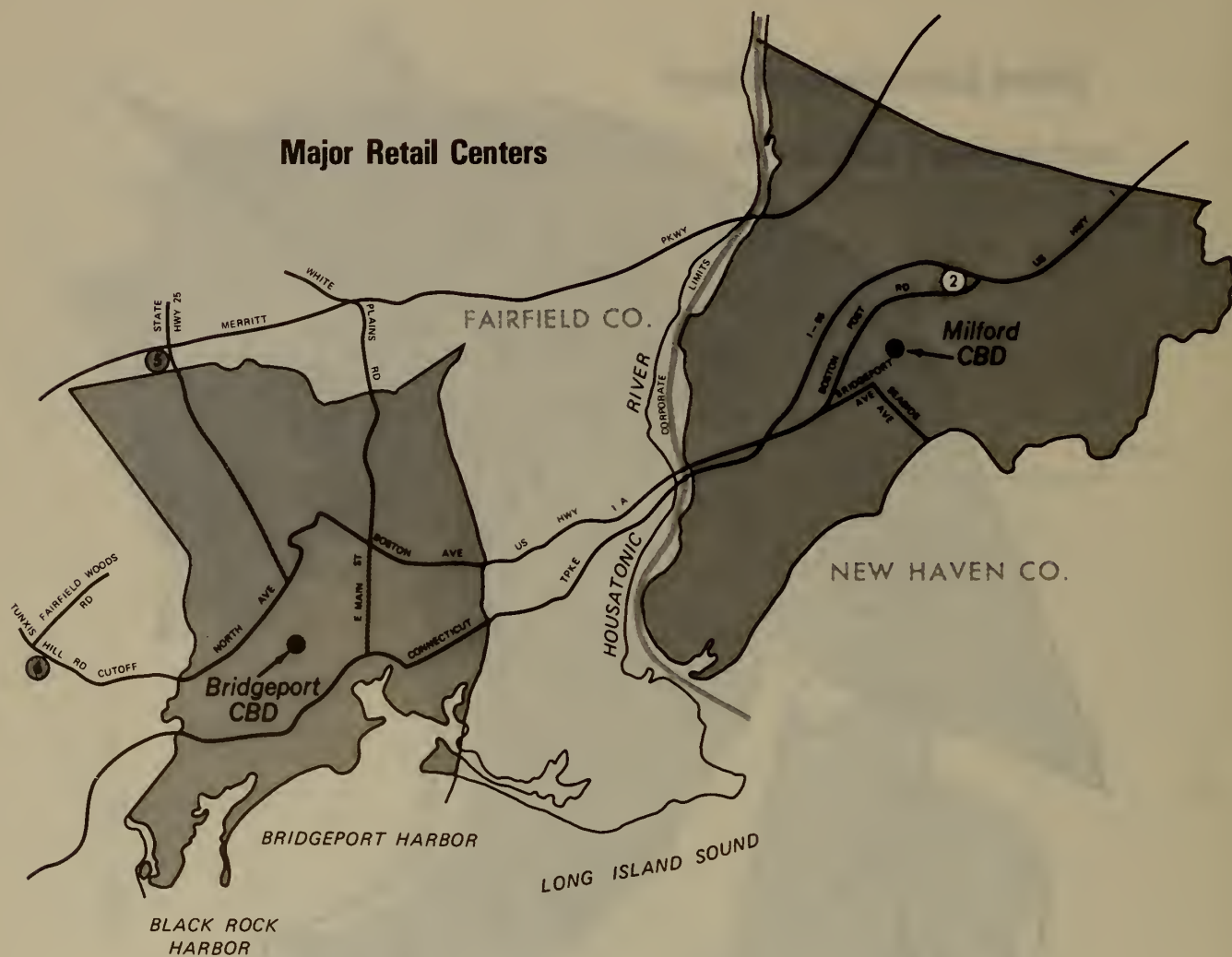
# BRIDGEPORT

## Milford Central Business District



# BRIDGEPORT

## Major Retail Centers



Nos. 1, 3 and 4 Unassigned

- Central Business Districts
- ① Major Retail Centers (boundary descriptions are in appendix E)
- ▭ Central Cities

0 1 2 3 MILES



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers		
			Bridgeport	Milford	Bridgeport	Milford	No. 2	No. 5	No. 6
54, 58, 591	<b>Retail stores:<sup>1 2</sup></b>								
	Number -----	3 187	1 239	493	198	108	53	66	68
	Sales (\$1,000) -----	1 293 841	411 601	232 793	87 888	25 907	32 746	69 377	33 944
	Payroll entire year (\$1,000) -----	153 276	49 407	27 195	14 319	3 630	3 932	10 601	3 895
53, 56, 57; 594	<b>Convenience goods stores:</b>								
	Number -----	1 214	548	171	70	28	14	9	21
	Sales (\$1,000) -----	450 617	148 721	68 032	12 659	12 467	12 709	10 567	18 189
	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
52, 55, 59, ex. 591, 4, 6	Number -----	867	310	129	96	35	28	52	32
	Sales (\$1,000) -----	332 613	102 262	58 076	54 863	5 509	17 683	58 297	12 548
	<b>All other stores:</b>								
	Number -----	1 106	381	193	32	45	11	5	15
52	Sales (\$1,000) -----	510 611	160 618	106 685	20 366	7 931	2 354	513	3 207
	<b>Number of Establishments</b>								
	Retail stores <sup>1 2</sup> -----	3 187	1 239	493	198	108	53	66	68
	Building materials, hardware, garden supply, and mobile home dealers -----	127	35	22	1	6	2	-	5
525	Hardware stores -----	51	15	6	-	2	1	-	3
	Other -----	76	20	16	4	1	-	-	2
53	General merchandise group stores -----	73	37	13	10	2	4	4	2
531	Department stores <sup>4</sup> -----	16	4	3	3	-	1	2	1
533	Variety stores -----	42	25	6	2	1	1	2	1
539	Miscellaneous general merchandise stores -----	15	8	4	5	1	2	-	-
54	Food stores <sup>5</sup> -----	453	215	62	12	10	3	5	8
541	Grocery stores -----	300	152	41	6	5	2	2	3
55 ex. 554	Automotive dealers -----	172	65	38	5	8	2	-	1
554	Gasoline service stations -----	286	95	53	2	6	2	-	4
56	Apparel and accessory stores -----	246	85	30	41	11	9	28	12
561	Men's and boys' clothing and furnishings stores --	39	14	4	11	3	1	4	5
562, 3, 8	Women's clothing and specialty stores and furriers -----	88	31	11	13	3	4	8	4
562	Women's ready-to-wear stores -----	72	23	9	10	2	3	8	3
565	Family clothing stores -----	34	11	5	2	3	1	3	-
566	Shoe stores -----	56	20	7	9	1	3	11	3
564, 9	Other apparel and accessory stores -----	29	9	3	6	1	-	2	-
57	Furniture, home furnishings, and equipment stores -----	258	101	39	18	8	9	7	9
5712	Furniture stores -----	77	32	12	5	1	1	-	2
5713, 4, 9	Home furnishings stores -----	73	28	11	4	2	3	2	3
572, 3	Household appliance, radio, television, and music stores -----	108	41	16	9	5	5	5	4
58	Eating and drinking places -----	660	291	95	52	14	9	3	10
5812	Eating places -----	529	211	88	35	12	8	3	9
5813	Drinking places (alcoholic beverages) -----	131	80	7	17	2	1	-	1
591	Drug and proprietary stores -----	101	42	14	6	4	2	1	3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	811	273	127	51	39	11	18	14
592	Liquor stores -----	172	68	27	10	6	2	1	-
594	Miscellaneous shopping goods stores -----	290	87	47	27	14	6	13	9
5992	Florists -----	50	17	8	1	3	-	-	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Bridgeport CBD</b>					
	Retail stores <sup>2</sup> -----	198	87 888	14 319	3 473	2 230
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	10	32 262	5 967	1 467	970
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	12	2 710	343	110	88
541	Grocery stores -----	6	1 650	154	24	19
55 ex. 554	Automotive dealers -----	5	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	41	11 138	1 770	414	274
561	Men's and boys' clothing and furnishings stores -----	11	3 085	614	147	74
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	5 207	712	170	139
562	Women's ready-to-wear stores -----	10	4 283	558	136	98
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	1 749	254	55	38
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	18	6 658	1 153	276	129
5712	Furniture stores -----	5	3 786	765	182	74
5713, 4, 9	Home furnishings stores -----	4	512	95	25	15
572, 3	Household appliance, radio, television, and music stores -----	9	2 360	293	69	40
58	Eating and drinking places -----	52	5 198	1 176	283	302
5812	Eating places -----	35	4 254	972	236	254
5813	Drinking places (alcoholic beverages) -----	17	944	204	47	48
591	Drug and proprietary stores -----	6	4 751	742	201	138
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	51	8 097	1 366	338	204
592	Liquor stores -----	10	1 056	79	26	17
594	Miscellaneous shopping goods stores -----	27	4 805	922	218	142
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Milford CBD</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>108</b>	<b>25 907</b>	<b>3 630</b>	<b>838</b>	<b>569</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>6</b>	<b>1 434</b>	<b>195</b>	<b>38</b>	<b>26</b>
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>10</b>	<b>9 216</b>	<b>1 133</b>	<b>256</b>	<b>180</b>
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>8</b>	<b>3 463</b>	<b>555</b>	<b>119</b>	<b>54</b>
554	<b>Gasoline service stations -----</b>	<b>6</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>11</b>	<b>2 008</b>	<b>315</b>	<b>65</b>	<b>44</b>
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	3	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	2	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	1	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>8</b>	<b>865</b>	<b>125</b>	<b>29</b>	<b>14</b>
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	5	530	75	18	9
58	<b>Eating and drinking places -----</b>	<b>14</b>	<b>1 915</b>	<b>492</b>	<b>132</b>	<b>130</b>
5812	Eating places -----	12	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>1 336</b>	<b>155</b>	<b>39</b>	<b>27</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>39</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	6	873	48	11	6
594	Miscellaneous shopping goods stores -----	14	(D)	(D)	(D)	(D)
5992	Florists -----	3	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Bridgeport</b>					
	Retail stores <sup>2</sup> -----	1 239	411 601	49 407	12 007	7 079
52	Building materials, hardware, garden supply, and mobile home dealers -----	35	13 698	1 568	331	160
525	Hardware stores -----	15	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	20	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	37	41 000	6 924	1 705	1 140
531	Department stores <sup>3</sup> -----	4	33 906	5 969	1 451	960
533	Variety stores -----	25	(D)	559	161	117
539	Miscellaneous general merchandise stores -----	8	(D)	396	93	63
54	Food stores <sup>4</sup> -----	215	100 330	8 502	2 139	1 245
541	Grocery stores -----	152	90 272	7 099	1 773	958
55 ex. 554	Automotive dealers -----	65	71 272	(D)	(D)	(D)
554	Gasoline service stations -----	95	33 523	1 802	427	294
56	Apparel and accessory stores -----	85	23 267	3 488	814	531
561	Men's and boys' clothing and furnishings stores -----	14	(D)	627	150	76
562, 3, 8	Women's clothing and specialty stores and furriers -----	31	6 542	898	212	172
562	Women's ready-to-wear stores -----	23	(D)	697	165	124
565	Family clothing stores -----	11	8 520	(D)	(D)	(D)
566	Shoe stores -----	20	3 353	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	9	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	101	26 209	4 541	1 104	461
5712	Furniture stores -----	32	9 696	1 737	427	177
5713, 4, 9	Home furnishings stores -----	28	3 404	413	95	41
572, 3	Household appliance, radio, television, and music stores -----	41	13 109	2 391	582	243
58	Eating and drinking places -----	291	32 537	7 924	1 853	1 648
5812	Eating places -----	211	27 103	6 776	1 569	1 422
5813	Drinking places (alcoholic beverages) -----	80	5 434	1 148	284	226
591	Drug and proprietary stores -----	42	15 854	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	273	53 911	5 402	1 348	645
592	Liquor stores -----	68	8 707	499	137	92
594	Miscellaneous shopping goods stores -----	87	11 786	1 700	403	255
5992	Florists -----	17	1 456	279	65	50

See footnotes at end of table.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Milford</b>					
	Retail stores <sup>2</sup> -----	493	232 793	27 195	6 186	4 150
52	Building materials, hardware, garden supply, and mobile home dealers -----	22	12 524	1 181	234	129
525	Hardware stores -----	6	885	136	25	24
52 ex. 525	Other -----	16	11 639	1 045	209	105
53	General merchandise group stores -----	13	25 363	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	3	23 746	2 969	568	481
533	Variety stores -----	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	62	42 333	3 806	962	604
541	Grocery stores -----	41	38 369	3 373	849	509
55 ex. 554	Automotive dealers -----	38	54 608	4 908	1 077	416
554	Gasoline service stations -----	53	30 182	2 717	664	340
56	Apparel and accessory stores -----	30	7 604	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	4	1 351	290	61	33
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	2 921	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 431	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	39	16 596	2 689	583	265
5712	Furniture stores -----	12	11 306	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	11	2 707	352	81	44
572, 3	Household appliance, radio, television, and music stores -----	16	2 583	(D)	(D)	(D)
58	Eating and drinking places -----	95	21 479	5 172	1 215	1 295
5812	Eating places -----	88	20 751	4 965	1 165	1 262
5813	Drinking places (alcoholic beverages) -----	7	728	207	50	33
591	Drug and proprietary stores -----	14	4 220	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	127	17 884	1 934	469	293
592	Liquor stores -----	27	3 535	166	41	34
594	Miscellaneous shopping goods stores -----	47	8 513	1 005	233	180
5992	Florists -----	8	423	71	18	7

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Bridgeport, Conn., SMSA</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>3 187</b>	<b>1 293 841</b>	<b>153 276</b>	<b>36 781</b>	<b>22 914</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>127</b>	<b>76 190</b>	<b>8 711</b>	<b>1 857</b>	<b>813</b>
525	Hardware stores -----	51	7 871	1 141	242	154
52 ex. 525	Other -----	76	68 319	7 570	1 615	659
53	<b>General merchandise group stores -----</b>	<b>73</b>	<b>160 907</b>	<b>21 529</b>	<b>5 118</b>	<b>3 662</b>
531	Department stores <sup>3</sup> -----	16	144 367	19 522	4 619	3 246
533	Variety stores -----	42	9 342	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	15	7 198	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>453</b>	<b>308 988</b>	<b>27 824</b>	<b>6 986</b>	<b>4 085</b>
541	Grocery stores -----	300	273 523	22 429	5 677	3 207
55 ex. 554	<b>Automotive dealers -----</b>	<b>172</b>	<b>224 564</b>	<b>20 887</b>	<b>5 052</b>	<b>1 797</b>
554	<b>Gasoline service stations -----</b>	<b>286</b>	<b>110 743</b>	<b>8 171</b>	<b>1 968</b>	<b>1 167</b>
56	<b>Apparel and accessory stores -----</b>	<b>246</b>	<b>67 933</b>	<b>10 391</b>	<b>2 529</b>	<b>1 613</b>
561	Men's and boys' clothing and furnishings stores -----	39	9 988	1 769	427	221
562, 3, 8	Women's clothing and specialty stores and furriers -----	88	20 527	2 916	689	554
562	Women's ready-to-wear stores -----	72	18 856	2 672	628	495
565	Family clothing stores -----	34	22 581	3 244	838	480
566	Shoe stores -----	56	10 912	1 467	350	219
564, 9	Other apparel and accessory stores -----	29	3 925	995	225	139
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>258</b>	<b>65 622</b>	<b>10 564</b>	<b>2 463</b>	<b>1 103</b>
5712	Furniture stores -----	77	26 956	4 723	1 082	475
5713, 4, 9	Home furnishings stores -----	73	14 238	2 060	481	205
572, 3	Household appliance, radio, television, and music stores -----	108	24 428	3 781	900	423
58	<b>Eating and drinking places -----</b>	<b>660</b>	<b>101 258</b>	<b>24 780</b>	<b>5 828</b>	<b>5 944</b>
5812	Eating places -----	529	90 511	22 399	5 239	5 436
5813	Drinking places (alcoholic beverages) -----	131	10 747	2 381	589	508
591	<b>Drug and proprietary stores -----</b>	<b>101</b>	<b>40 371</b>	<b>5 885</b>	<b>1 430</b>	<b>905</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>811</b>	<b>137 265</b>	<b>14 534</b>	<b>3 550</b>	<b>1 825</b>
592	Liquor stores -----	172	26 313	1 676	436	260
594	Miscellaneous shopping goods stores -----	290	38 151	5 212	1 204	821
5992	Florists -----	50	3 712	776	180	114

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Bridgeport</b>					
	Retail stores <sup>2</sup> -----	236	83 205	14 692	3 489	2 779
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	12	32 654	6 472	1 480	1 176
531	Department stores <sup>3</sup> -----	3	29 437	5 933	1 353	1 031
533	Variety stores -----	5	2 424	436	107	116
539	Miscellaneous general merchandise stores -----	4	793	103	20	29
54	Food stores -----	14	3 408	361	99	85
55 ex. 554	Automotive dealers -----	5	8 431	986	237	104
554	Gasoline service stations -----	5	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	48	12 205	1 977	467	439
561	Men's and boys' clothing and furnishings stores -----	17	3 896	602	140	103
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	6 092	1 017	230	250
562	Women's ready-to-wear stores -----	11	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	(D)	(D)	(D)	(D)
566	Shoe stores -----	15	1 896	319	81	75
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	28	8 567	1 391	329	205
5712	Furniture stores -----	9	4 641	847	200	102
5713, 4, 9	Home furnishings stores -----	10	1 266	269	62	56
572, 3	Household appliance, radio, television, and music stores -----	9	2 660	275	67	47
58	Eating and drinking places -----	53	4 520	1 188	281	329
5812	Eating places -----	38	3 532	928	217	265
5813	Drinking places (alcoholic beverages) -----	15	988	260	64	64
591	Drug and proprietary stores -----	5	3 932	733	182	170
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	63	8 117	1 394	368	238
592	Liquor stores -----	11	1 119	64	17	14
594	Miscellaneous shopping goods stores -----	28	4 054	825	220	146
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Bridgeport</b>			
	Retail stores <sup>3</sup> -----	5.6	28.6	42.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NC)	-0.8	52.2
525	Hardware stores -----	(D)	13.3	13.7
52 ex. 525	Other -----	-69.2	(D)	58.4
53	General merchandise group stores -----	-1.2	-8.4	16.7
531	Department stores <sup>4</sup> -----	(D)	-8.3	20.0
533	Variety stores -----	(D)	(D)	-37.2
539	Miscellaneous general merchandise stores -----	(D)	(D)	(NC)
54	Food stores <sup>5</sup> -----	-20.5	31.4	38.3
541	Grocery stores -----	(NA)	31.6	35.0
55 ex. 554	Automotive dealers -----	(D)	55.9	55.6
554	Gasoline service stations -----	(NC)	90.0	64.8
56	Apparel and accessory stores -----	-8.7	8.8	20.8
561	Men's and boys' clothing and furnishings stores -----	(D)	-36.2	-4.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	-14.5	-17.0	22.0
562	Women's ready-to-wear stores -----	(D)	(D)	20.8
565	Family clothing stores -----	-50.6	(D)	20.9
566	Shoe stores -----	-7.8	34.4	25.6
564, 9	Other apparel and accessory stores -----	(NC)	(D)	(NC)
57	Furniture, home furnishings, and equipment stores -----	-22.3	7.2	34.3
5712	Furniture stores -----	-18.4	-3.6	26.9
5713, 4, 9	Home furnishings stores -----	-59.6	-16.6	61.0
572, 3	Household appliance, radio, television, and music stores -----	-11.3	27.1	30.2
58	Eating and drinking places -----	15.0	28.8	62.3
5812	Eating places -----	20.4	35.6	77.0
5813	Drinking places (alcoholic beverages) -----	-4.5	3.2	-4.6
591	Drug and proprietary stores -----	20.8	28.1	31.7
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	-0.2	40.4	52.3
592	Liquor stores -----	-5.6	-7.6	16.4
594	Miscellaneous shopping goods stores -----	18.5	38.3	46.0
5992	Florists -----	-16.7	-2.2	8.7

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Milford</b>			
	Retail stores <sup>3</sup> -----	(NA)	45.6	42.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	(D)	52.2
525	Hardware stores -----	(NA)	(D)	13.7
52 ex. 525	Other -----	(NA)	(NC)	58.4
53	General merchandise group stores -----	(NA)	20.5	16.7
531	Department stores <sup>4</sup> -----	(NA)	(D)	20.0
533	Variety stores -----	(NA)	-61.3	-37.2
539	Miscellaneous general merchandise stores -----	(NA)	(D)	(NC)
54	Food stores <sup>5</sup> -----	(NA)	21.6	38.3
541	Grocery stores -----	(NA)	26.2	35.0
55 ex. 554	Automotive dealers -----	(NA)	75.1	55.6
554	Gasoline service stations -----	(NA)	84.1	64.8
56	Apparel and accessory stores -----	(NA)	-3.6	20.8
561	Men's and boys' clothing and furnishings stores -----	(NA)	(D)	-4.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(D)	22.0
562	Women's ready-to-wear stores -----	(NA)	(D)	20.8
565	Family clothing stores -----	(NA)	(D)	20.9
566	Shoe stores -----	(NA)	(D)	25.6
564, 9	Other apparel and accessory stores -----	(NA)	72.2	(NC)
57	Furniture, home furnishings, and equipment stores -----	(NA)	21.0	34.3
5712	Furniture stores -----	(NA)	(D)	26.9
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	61.0
572, 3	Household appliance, radio, television, and music stores -----	(NA)	-39.3	30.2
58	Eating and drinking places -----	(NA)	87.9	62.3
5812	Eating places -----	(NA)	(D)	77.0
5813	Drinking places (alcoholic beverages) -----	(NA)	(D)	-4.6
591	Drug and proprietary stores -----	(NA)	(D)	31.7
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	20.3	52.3
592	Liquor stores -----	(NA)	7.1	16.4
594	Miscellaneous shopping goods stores -----	(NA)	19.2	46.0
5992	Florists -----	(NA)	(D)	8.7

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Bridgeport</b>					
	Retail stores <sup>1</sup> -----	21.4	6.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	3.3	5.9
525	Hardware stores -----	(D)	-	-	(D)	0.6
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	5.3
53	General merchandise group stores -----	78.7	20.1	36.7	10.0	12.4
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	8.2	11.2
533	Variety stores -----	29.3	(D)	(D)	(D)	0.7
539	Miscellaneous general merchandise stores -----	56.1	(D)	(D)	(D)	0.6
54	Food stores <sup>3</sup> -----	2.7	0.9	3.1	24.4	23.9
541	Grocery stores -----	1.8	0.6	1.9	21.9	21.1
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	17.3	17.4
554	Gasoline service stations -----	(D)	(D)	(D)	8.1	8.6
56	Apparel and accessory stores -----	47.9	16.4	12.7	5.7	5.3
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	(D)	0.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	79.6	25.4	5.9	1.6	1.6
562	Women's ready-to-wear stores -----	(D)	22.7	4.9	(D)	1.5
565	Family clothing stores -----	(D)	(D)	(D)	2.1	1.7
566	Shoe stores -----	52.2	16.0	2.0	0.8	0.8
564, 9	Other apparel and accessory stores -----	60.8	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	25.4	10.1	7.6	6.4	5.1
5712	Furniture stores -----	39.0	14.0	4.3	2.4	2.1
5713, 4, 9	Home furnishings stores -----	15.0	3.6	0.6	0.8	1.1
572, 3	Household appliance, radio, television, and music stores -----	18.0	9.7	2.7	3.2	1.9
58	Eating and drinking places -----	16.0	5.1	5.9	7.9	7.8
5812	Eating places -----	15.7	4.7	4.8	6.6	7.0
5813	Drinking places (alcoholic beverages) -----	17.4	8.8	1.1	1.3	0.8
591	Drug and proprietary stores -----	30.0	11.8	5.4	3.9	3.1
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	15.0	5.9	9.2	13.1	10.6
592	Liquor stores -----	12.1	4.0	1.2	2.1	2.0
594	Miscellaneous shopping goods stores -----	40.8	12.6	5.5	2.9	2.9
5992	Florists -----	(D)	(D)	(D)	0.4	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Milford</b>					
	Retail stores <sup>1</sup> -----	11.1	2.0	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	11.5	1.9	5.5	5.4	5.9
525	Hardware stores -----	(D)	(D)	(D)	0.4	0.6
52 ex. 525	Other -----	(D)	(D)	(D)	5.0	5.3
53	General merchandise group stores -----	(D)	(D)	(D)	10.9	12.4
531	Department stores <sup>2</sup> -----	-	-	-	10.2	11.2
533	Variety stores -----	(D)	(D)	(D)	(D)	0.7
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	0.6
54	Food stores <sup>3</sup> -----	21.8	3.0	35.6	18.2	23.9
541	Grocery stores -----	(D)	(D)	(D)	16.5	21.1
55 ex. 554	Automotive dealers -----	6.3	1.5	13.4	23.5	17.4
554	Gasoline service stations -----	(D)	(D)	(D)	13.0	8.6
56	Apparel and accessory stores -----	26.4	3.0	7.8	3.3	5.3
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	0.6	0.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	(D)	1.3	1.6
562	Women's ready-to-wear stores -----	6.6	(D)	(D)	(D)	1.5
565	Family clothing stores -----	43.9	(D)	(D)	(D)	1.7
566	Shoe stores -----	(D)	(D)	(D)	0.6	0.8
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	5.2	1.3	3.3	7.1	5.1
5712	Furniture stores -----	(D)	(D)	(D)	4.9	2.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.2	1.1
572, 3	Household appliance, radio, television, and music stores -----	20.5	2.2	2.0	1.1	1.9
58	Eating and drinking places -----	8.9	1.9	7.4	9.2	7.8
5812	Eating places -----	(D)	(D)	(D)	8.9	7.0
5813	Drinking places (alcoholic beverages) -----	(D)	(D)	(D)	0.3	0.8
591	Drug and proprietary stores -----	31.7	3.3	5.2	1.8	3.1
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	7.7	10.6
592	Liquor stores -----	24.7	3.3	3.4	1.5	2.0
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	3.7	2.9
5992	Florists -----	(D)	(D)	(D)	0.2	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## BRISTOL

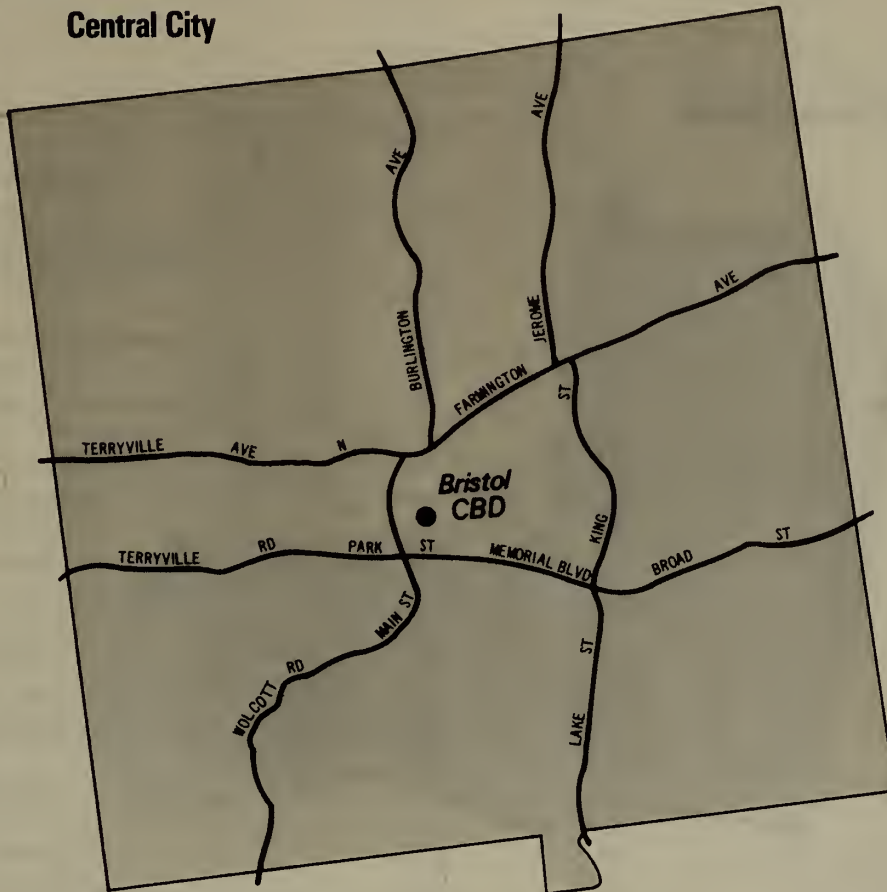
## Standard Metropolitan Statistical Area





# BRISTOL

Central City



- Central Business District
- Central City

## BRISTOL

## Central Business District



Comprising Census Tract 4061

0 1000 2000 3000 FEET

**Table 1. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district
	<b>Retail stores:<sup>1 2</sup></b>			
	Number -----	500	431	85
	Sales (\$1,000) -----	(D)	186 126	27 467
	Payroll entire year (\$1,000) -----	23 181	21 321	3 438
	Paid employees for week including March 12 ---	3 725	3 457	476
54, 56, 591	<b>Convenience goods stores:</b>			
	Number -----	187	162	32
	Sales (\$1,000) -----	72 546	67 278	9 426
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>			
	Number -----	123	111	23
	Sales (\$1,000) -----	40 209	37 464	3 200
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>			
	Number -----	190	158	30
	Sales (\$1,000) -----	(D)	81 384	14 841
	<b>Number of Establishments</b>			
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>500</b>	<b>431</b>	<b>85</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>30</b>	<b>25</b>	<b>5</b>
525	Hardware stores -----	10	7	1
52 ex. 525	Other -----	20	18	4
53	<b>General merchandise group stores -----</b>	<b>12</b>	<b>11</b>	<b>2</b>
531	Department stores <sup>4</sup> -----	4	4	-
533	Variety stores -----	8	7	2
539	Miscellaneous general merchandise stores -----	-	-	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>67</b>	<b>59</b>	<b>12</b>
541	Grocery stores -----	45	39	6
55 ex. 554	<b>Automotive dealers -----</b>	<b>30</b>	<b>25</b>	<b>7</b>
554	<b>Gasoline service stations -----</b>	<b>45</b>	<b>42</b>	<b>5</b>
56	<b>Apparel and accessory stores -----</b>	<b>30</b>	<b>29</b>	<b>5</b>
561	Men's and boys' clothing and furnishings stores --	7	7	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	10	2
562	Women's ready-to-wear stores -----	11	10	2
565	Family clothing stores -----	1	1	-
566	Shoe stores -----	8	8	2
564, 9	Other apparel and accessory stores -----	3	3	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>42</b>	<b>37</b>	<b>11</b>
5712	Furniture stores -----	8	6	3
5713, 4, 9	Home furnishings stores -----	14	13	3
572, 3	Household appliance, radio, television, and music stores -----	20	18	5
58	<b>Eating and drinking places -----</b>	<b>104</b>	<b>89</b>	<b>17</b>
5812	Eating places -----	81	71	14
5813	Drinking places (alcoholic beverages) -----	23	18	3
591	<b>Drug and proprietary stores -----</b>	<b>16</b>	<b>14</b>	<b>3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>124</b>	<b>100</b>	<b>18</b>
592	Liquor stores -----	39	31	8
594	Miscellaneous shopping goods stores -----	39	34	5
5992	Florists -----	6	4	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because there were no central business districts with 100 retail establishments or more in 1977



**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Bristol</b>					
	Retail stores <sup>2</sup> -----	431	186 126	21 321	5 125	3 457
52	Building materials, hardware, garden supply, and mobile home dealers -----	25	8 009	(D)	(D)	(D)
525	Hardware stores -----	7	720	82	19	11
52 ex. 525	Other -----	18	7 289	(D)	(D)	(D)
53	General merchandise group stores -----	11	(D)	2 358	574	515
531	Department stores <sup>3</sup> -----	4	17 824	2 228	541	480
533	Variety stores -----	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	59	50 081	4 342	1 185	861
541	Grocery stores -----	39	46 798	3 821	1 048	749
55 ex. 554	Automotive dealers -----	25	48 819	4 895	1 074	410
554	Gasoline service stations -----	42	14 078	1 035	265	166
56	Apparel and accessory stores -----	29	(D)	1 630	400	235
561	Men's and boys' clothing and furnishings stores -----	7	1 639	271	64	23
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	4 639	999	248	143
562	Women's ready-to-wear stores -----	10	4 639	999	248	143
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	1 456	224	55	38
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	37	6 014	841	179	103
5712	Furniture stores -----	6	1 832	304	63	34
5713, 4, 9	Home furnishings stores -----	13	1 484	234	47	28
572, 3	Household appliance, radio, television, and music stores -----	18	2 698	303	69	41
58	Eating and drinking places -----	89	11 812	2 604	625	691
5812	Eating places -----	71	9 899	2 107	506	570
5813	Drinking places (alcoholic beverages) -----	18	1 913	497	119	121
591	Drug and proprietary stores -----	14	(D)	837	201	137
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	100	14 323	(D)	(D)	(D)
592	Liquor stores -----	31	3 643	231	63	44
594	Miscellaneous shopping goods stores -----	34	3 845	545	130	86
5992	Florists -----	4	434	80	18	15

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Bristol, Conn., SMSA</b>						
	Retail stores <sup>2</sup> -----	500	(D)	23 181	5 565	3 725
52	Building materials, hardware, garden supply, and mobile home dealers -----	30	8 286	1 250	240	124
525	Hardware stores -----	10	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	20	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	12	18 984	2 358	574	515
531	Department stores <sup>3</sup> -----	4	17 824	2 228	541	480
533	Variety stores -----	8	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	67	53 236	4 570	1 232	893
541	Grocery stores -----*	45	49 914	4 049	1 095	781
55 ex. 554	Automotive dealers -----	30	50 841	5 114	1 120	434
554	Gasoline service stations -----	45	15 305	1 143	288	177
56	Apparel and accessory stores -----	30	8 733	1 646	405	239
561	Men's and boys' clothing and furnishings stores -----	7	(D)	276	66	25
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	4 708	1 010	251	145
562	Women's ready-to-wear stores -----	11	4 708	1 010	251	145
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	42	8 439	1 397	314	146
5712	Furniture stores -----	8	(D)	843	193	75
5713, 4, 9	Home furnishings stores -----	14	(D)	234	47	28
572, 3	Household appliance, radio, television, and music stores -----	20	2 965	320	74	43
58	Eating and drinking places -----	104	13 431	2 954	716	789
5812	Eating places -----	81	(D)	2 343	567	622
5813	Drinking places (alcoholic beverages) -----	23	(D)	611	149	167
591	Drug and proprietary stores -----	16	5 879	948	226	156
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	124	(D)	1 801	450	252
592	Liquor stores -----	39	4 923	248	66	47
594	Miscellaneous shopping goods stores -----	39	4 053	572	138	95
5992	Florists -----	6	(D)	90	21	16

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Bristol SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Bristol SMSA in 1977

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**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Bristol SMSA in 1977

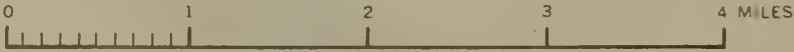
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**DANBURY****Standard Metropolitan Statistical Area**

DANBURY

Central City



- Central Business District
- ▭ Central City

## DANBURY

## Central Business District





Table 1. **Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district
	<b>Retail stores:<sup>1 2</sup></b>			
	Number -----	1 234	616	138
	Sales (\$1,000) -----	(D)	(D)	58 045
	Payroll entire year (\$1,000) -----	(D)	(D)	7 807
	Paid employees for week including March 12 ---	(D)	(D)	965
54, 58, 591	<b>Convenience goods stores:</b>			
	Number -----	404	208	36
	Sales (\$1,000) -----	(D)	(D)	9 378
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>			
	Number -----	352	176	66
	Sales (\$1,000) -----	132 958	89 356	24 120
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>			
	Number -----	478	232	36
	Sales (\$1,000) -----	181 994	101 378	24 547
	<b>Number of Establishments</b>			
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 234</b>	<b>616</b>	<b>138</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>82</b>	<b>37</b>	<b>11</b>
525	Hardware stores -----	20	9	2
52 ex. 525	Other -----	62	28	9
53	<b>General merchandise group stores -----</b>	<b>29</b>	<b>21</b>	<b>10</b>
531	Department stores <sup>4</sup> -----	8	4	1
533	Variety stores -----	14	11	6
539	Miscellaneous general merchandise stores -----	7	6	3
54	<b>Food stores<sup>5</sup> -----</b>	<b>145</b>	<b>77</b>	<b>10</b>
541	Grocery stores -----	82	39	5
55 ex. 554	<b>Automotive dealers -----</b>	<b>85</b>	<b>48</b>	<b>5</b>
554	<b>Gasoline service stations -----</b>	<b>102</b>	<b>55</b>	<b>6</b>
56	<b>Apparel and accessory stores -----</b>	<b>88</b>	<b>44</b>	<b>17</b>
561	Men's and boys' clothing and furnishings stores --	13	10	5
562, 3, 8	Women's clothing and specialty stores and furriers -----	46	22	8
562	Women's ready-to-wear stores -----	34	15	3
565	Family clothing stores -----	11	2	-
566	Shoe stores -----	14	8	3
564, 9	Other apparel and accessory stores -----	4	2	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>107</b>	<b>61</b>	<b>20</b>
5712	Furniture stores -----	32	20	6
5713, 4, 9	Home furnishings stores -----	31	14	5
572, 3	Household appliance, radio, television, and music stores -----	44	27	9
58	<b>Eating and drinking places -----</b>	<b>234</b>	<b>122</b>	<b>23</b>
5812	Eating places -----	200	100	20
5813	Drinking places (alcoholic beverages) -----	34	22	3
591	<b>Drug and proprietary stores -----</b>	<b>25</b>	<b>9</b>	<b>3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>337</b>	<b>142</b>	<b>33</b>
592	Liquor stores -----	73	34	4
594	Miscellaneous shopping goods stores -----	128	50	19
5992	Florists -----	20	10	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Danbury CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>138</b>	<b>58 045</b>	<b>7 807</b>	<b>1 882</b>	<b>965</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>11</b>	<b>4 938</b>	<b>547</b>	<b>98</b>	<b>51</b>
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	9	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>10</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	6	1 029	171	44	44
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>10</b>	<b>5 023</b>	<b>672</b>	<b>153</b>	<b>99</b>
541	Grocery stores -----	5	3 843	387	85	50
55 ex. 554	<b>Automotive dealers -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>6</b>	<b>2 566</b>	<b>151</b>	<b>39</b>	<b>29</b>
56	<b>Apparel and accessory stores -----</b>	<b>17</b>	<b>3 494</b>	<b>630</b>	<b>184</b>	<b>71</b>
561	Men's and boys' clothing and furnishings stores -----	5	1 933	334	114	32
562, 3, 8	Women's clothing and specialty stores and furriers -----	8	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	3	173	30	6	4
565	Family clothing stores -----	-	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	961	234	55	26
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>20</b>	<b>4 299</b>	<b>876</b>	<b>200</b>	<b>84</b>
5712	Furniture stores -----	6	1 588	354	83	31
5713, 4, 9	Home furnishings stores -----	5	1 290	302	70	28
572, 3	Household appliance, radio, television, and music stores -----	9	1 421	220	47	25
58	<b>Eating and drinking places -----</b>	<b>23</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	20	2 598	546	149	140
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>33</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	4	348	6	2	1
594	Miscellaneous shopping goods stores -----	19	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Danbury</b>						
	Retail stores <sup>2</sup> -----	616	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	37	(D)	1 688	322	148
525	Hardware stores -----	9	(D)	312	61	35
52 ex. 525	Other -----	28	15 267	1 376	261	113
53	General merchandise group stores -----	21	49 863	6 259	1 548	1 010
531	Department stores <sup>3</sup> -----	4	33 385	4 292	1 112	741
533	Variety stores -----	11	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	77	55 832	5 151	1 229	663
541	Grocery stores -----	39	51 616	4 511	1 082	531
55 ex. 554	Automotive dealers -----	48	49 802	5 507	1 331	452
554	Gasoline service stations -----	55	21 014	1 580	376	269
56	Apparel and accessory stores -----	44	(D)	1 807	499	278
561	Men's and boys' clothing and furnishings stores -----	10	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	22	2 923	319	74	85
562	Women's ready-to-wear stores -----	15	2 617	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	(D)	382	89	50
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	61	17 775	2 494	590	239
5712	Furniture stores -----	20	(D)	870	219	85
5713, 4, 9	Home furnishings stores -----	14	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	27	9 878	(D)	(D)	(D)
58	Eating and drinking places -----	122	22 987	5 127	1 130	1 157
5812	Eating places -----	100	20 918	4 725	1 038	1 077
5813	Drinking places (alcoholic beverages) -----	22	2 069	402	92	80
591	Drug and proprietary stores -----	9	(D)	451	100	76
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	142	(D)	(D)	(D)	(D)
592	Liquor stores -----	34	3 708	73	20	18
594	Miscellaneous shopping goods stores -----	50	(D)	(D)	(D)	(D)
5992	Florists -----	10	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Danbury, Conn., SMSA</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>1 234</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>82</b>	<b>33 589</b>	<b>3 345</b>	<b>726</b>	<b>326</b>
525	Hardware stores -----	20	3 708	477	97	54
52 ex. 525	Other -----	62	29 881	2 868	629	272
53	<b>General merchandise group stores -----</b>	<b>29</b>	<b>75 799</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	8	59 051	6 609	1 588	1 199
533	Variety stores -----	14	(D)	356	87	80
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>145</b>	<b>116 861</b>	<b>10 350</b>	<b>2 406</b>	<b>1 364</b>
541	Grocery stores -----	82	109 283	9 192	2 137	1 140
55 ex. 554	<b>Automotive dealers -----</b>	<b>85</b>	<b>80 752</b>	<b>9 033</b>	<b>2 145</b>	<b>725</b>
554	<b>Gasoline service stations -----</b>	<b>102</b>	<b>37 794</b>	<b>2 745</b>	<b>645</b>	<b>449</b>
56	<b>Apparel and accessory stores -----</b>	<b>88</b>	<b>(D)</b>	<b>2 699</b>	<b>720</b>	<b>443</b>
561	Men's and boys' clothing and furnishings stores -----	13	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	46	6 881	768	187	176
562	Women's ready-to-wear stores -----	34	6 492	745	182	169
565	Family clothing stores -----	11	7 058	709	219	116
566	Shoe stores -----	14	(D)	557	130	70
564, 9	Other apparel and accessory stores -----	4	655	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>107</b>	<b>22 657</b>	<b>3 089</b>	<b>733</b>	<b>311</b>
5712	Furniture stores -----	32	6 108	1 069	259	103
5713, 4, 9	Home furnishings stores -----	31	4 861	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	44	11 688	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>234</b>	<b>37 159</b>	<b>8 398</b>	<b>1 901</b>	<b>2 002</b>
5812	Eating places -----	200	34 191	7 861	1 784	1 901
5813	Drinking places (alcoholic beverages) -----	34	2 968	537	117	101
591	<b>Drug and proprietary stores -----</b>	<b>25</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>337</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	73	10 197	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	128	(D)	1 510	350	228
5992	Florists -----	20	1 389	221	57	53

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Danbury SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Danbury</b>			
	Retail stores <sup>3</sup> -----	(NA)	45.3	61.2
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	(D)	82.8
525	Hardware stores -----	(NA)	93.1	72.2
52 ex. 525	Other -----	(NA)	68.7	84.2
53	General merchandise group stores -----	(NA)	31.5	52.0
531	Department stores <sup>4</sup> -----	(NA)	(D)	58.1
533	Variety stores -----	(NA)	-43.0	-60.4
539	Miscellaneous general merchandise stores -----	(NA)	154.2	145.2
54	Food stores <sup>5</sup> -----	(NA)	22.9	59.4
541	Grocery stores -----	(NA)	21.7	59.3
55 ex. 554	Automotive dealers -----	(NA)	47.0	50.6
554	Gasoline service stations -----	(NA)	87.9	90.7
56	Apparel and accessory stores -----	(NA)	64.5	65.1
561	Men's and boys' clothing and furnishings stores -----	(NA)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	48.2	82.7
562	Women's ready-to-wear stores -----	(NA)	62.1	93.0
565	Family clothing stores -----	(NA)	105.2	94.5
566	Shoe stores -----	(NA)	128.0	108.3
564, 9	Other apparel and accessory stores -----	(NA)	-49.4	(D)
57	Furniture, home furnishings, and equipment stores -----	(NA)	39.4	45.6
5712	Furniture stores -----	(NA)	29.9	16.3
5713, 4, 9	Home furnishings stores -----	(NA)	34.4	68.6
572, 3	Household appliance, radio, television, and music stores -----	(NA)	46.4	57.5
58	Eating and drinking places -----	(NA)	118.7	97.2
5812	Eating places -----	(NA)	142.0	115.0
5813	Drinking places (alcoholic beverages) -----	(NA)	10.9	0.8
591	Drug and proprietary stores -----	(NA)	-15.9	41.7
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	51.5	(D)
592	Liquor stores -----	(NA)	(D)	42.7
594	Miscellaneous shopping goods stores -----	(NA)	(D)	(D)
5992	Florists -----	(NA)	(D)	44.1

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Danbury</b>					
	Retail stores <sup>1</sup> -----	(D)	(D)	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	14.7	8.5	6.5	(D)
525	Hardware stores -----	17.8	(D)	(D)	0.9	(D)
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	(D)	(D)	(D)	(D)	(D)
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	(D)
533	Variety stores -----	(D)	(D)	1.8	0.9	0.6
539	Miscellaneous general merchandise stores -----	55.5	55.3	(D)	5.1	2.9
54	Food stores <sup>3</sup> -----	9.0	4.3	8.7	(D)	(D)
541	Grocery stores -----	7.4	3.5	6.6	(D)	(D)
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	12.2	6.8	4.4	(D)	(D)
56	Apparel and accessory stores -----	(D)	(D)	6.0	5.4	4.6
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	3.3	1.3	0.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	6.6	2.7	0.3	(D)	(D)
565	Family clothing stores -----	1.2	(D)	(D)	2.1	(D)
566	Shoe stores -----	(D)	(D)	1.7	0.9	0.7
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.1	(D)
57	Furniture, home furnishings, and equipment stores -----	24.2	19.0	7.4	(D)	(D)
5712	Furniture stores -----	(D)	26.0	2.7	1.7	(D)
5713, 4, 9	Home furnishings stores -----	(D)	26.5	2.2	1.1	(D)
572, 3	Household appliance, radio, television, and music stores -----	14.4	12.2	2.4	(D)	(D)
58	Eating and drinking places -----	(D)	(D)	(D)	(D)	(D)
5812	Eating places -----	12.4	7.6	4.5	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	(D)	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	45.4	15.0	(D)	1.1	1.9
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	28.1	13.2	(D)	7.3	8.9
592	Liquor stores -----	9.4	3.4	0.6	(D)	(D)
594	Miscellaneous shopping goods stores -----	54.2	30.0	(D)	2.5	2.6
5992	Florists -----	(D)	(D)	(D)	0.3	(D)

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

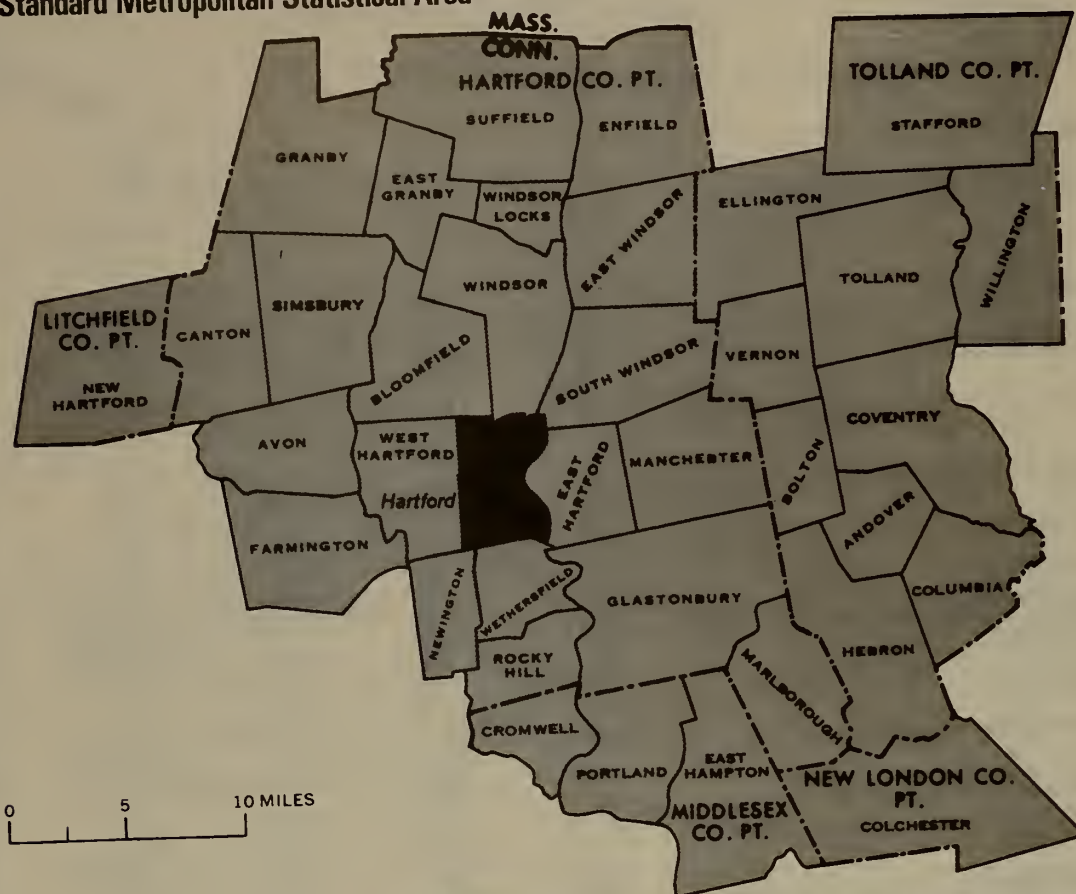
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



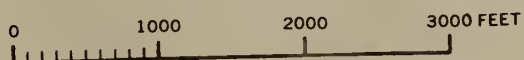
# HARTFORD

## Standard Metropolitan Statistical Area



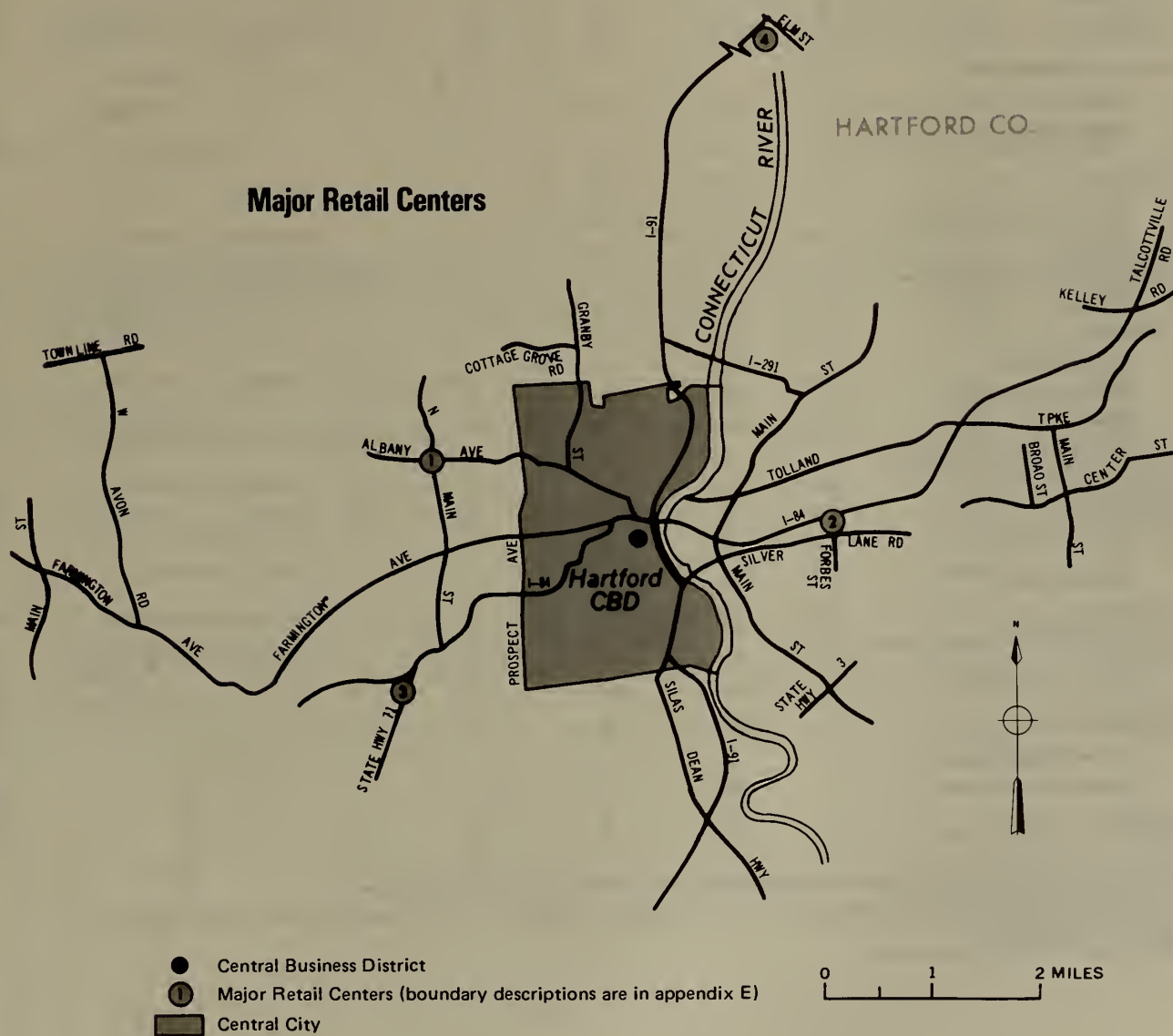
## Central Business District

Comprising Census Tracts 5006 and 5021





# HARTFORD



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 1	No. 2	No. 3	No. 4
	<b>Retail stores:<sup>1 2</sup></b>							
	Number -----	5 597	1 081	211	51	28	144	110
	Sales (\$1,000) -----	2 498 521	400 987	115 298	41 394	25 173	136 113	75 957
	Payroll entire year (\$1,000) -----	309 202	57 661	20 167	4 990	2 762	18 786	9 432
	Paid employees for week including March 12 ---	48 617	8 698	3 390	794	411	2 971	1 747
54, 58, 591	<b>Convenience goods stores:</b>							
	Number -----	1 969	507	76	14	12	30	30
	Sales (\$1,000) -----	898 812	(D)	20 138	16 544	14 275	14 926	23 534
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>							
	Number -----	1 509	249	107	26	12	100	65
	Sales (\$1,000) -----	664 254	118 482	88 999	20 287	10 034	119 147	48 610
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>							
	Number -----	2 119	325	28	11	4	14	15
	Sales (\$1,000) -----	935 455	(D)	6 161	4 563	864	2 040	3 813
	<b>Number of Establishments</b>							
	Retail stores <sup>1 2</sup> -----	5 597	1 081	211	51	28	144	110
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>251</b>	<b>23</b>	<b>2</b>	-	-	-	<b>4</b>
525	Hardware stores -----	80	11	1	-	-	-	1
52 ex. 525	Other -----	171	12	1	-	-	-	3
53	<b>General merchandise group stores -----</b>	<b>108</b>	<b>22</b>	<b>8</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>6</b>
531	Department stores <sup>4</sup> -----	39	3	2	1	2	5	5
533	Variety stores -----	31	13	2	-	-	-	-
539	Miscellaneous general merchandise stores -----	38	6	4	2	-	-	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>619</b>	<b>140</b>	<b>16</b>	<b>5</b>	<b>2</b>	<b>10</b>	<b>6</b>
541	Grocery stores -----	389	97	5	3	2	1	3
55 ex. 554	<b>Automotive dealers -----</b>	<b>325</b>	<b>33</b>	<b>1</b>	<b>1</b>	<b>1</b>	-	-
554	<b>Gasoline service stations -----</b>	<b>496</b>	<b>75</b>	<b>1</b>	<b>5</b>	-	-	<b>2</b>
56	<b>Apparel and accessory stores -----</b>	<b>401</b>	<b>79</b>	<b>48</b>	<b>10</b>	<b>3</b>	<b>54</b>	<b>32</b>
561	Men's and boys' clothing and furnishings stores --	80	20	14	2	1	11	5
562, 3, 8	Women's clothing and specialty stores and furriers -----	152	24	15	5	-	26	11
562	Women's ready-to-wear stores -----	135	17	9	5	-	24	10
565	Family clothing stores -----	43	10	5	2	1	4	3
566	Shoe stores -----	87	18	11	1	1	12	11
564, 9	Other apparel and accessory stores -----	39	7	3	-	-	1	2
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>459</b>	<b>70</b>	<b>15</b>	<b>7</b>	<b>4</b>	<b>14</b>	<b>8</b>
5712	Furniture stores -----	106	26	3	-	1	4	2
5713, 4, 9	Home furnishings stores -----	150	18	2	3	1	2	1
572, 3	Household appliance, radio, television, and music stores -----	203	26	10	4	2	8	5
58	<b>Eating and drinking places -----</b>	<b>1 150</b>	<b>324</b>	<b>54</b>	<b>5</b>	<b>8</b>	<b>18</b>	<b>20</b>
5812	Eating places -----	969	242	48	5	8	18	19
5813	Drinking places (alcoholic beverages) -----	181	82	6	-	-	-	1
591	<b>Drug and proprietary stores -----</b>	<b>200</b>	<b>43</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>4</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>1 588</b>	<b>272</b>	<b>60</b>	<b>11</b>	<b>6</b>	<b>41</b>	<b>28</b>
592	Liquor stores -----	337	76	6	2	2	2	2
594	Miscellaneous shopping goods stores -----	541	78	36	6	3	27	19
5992	Florists -----	93	14	1	1	-	1	3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Hartford CBD</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>211</b>	<b>115 298</b>	<b>20 167</b>	<b>4 739</b>	<b>3 390</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>8</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>16</b>	<b>2 989</b>	<b>561</b>	<b>191</b>	<b>122</b>
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>48</b>	<b>18 541</b>	<b>3 939</b>	<b>958</b>	<b>511</b>
561	Men's and boys' clothing and furnishings stores -----	14	5 022	1 207	311	128
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	6 819	1 153	275	192
562	Women's ready-to-wear stores -----	9	5 515	825	202	163
565	Family clothing stores -----	5	4 440	1 167	274	142
566	Shoe stores -----	11	1 964	342	86	41
564, 9	Other apparel and accessory stores -----	3	296	70	12	8
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>15</b>	<b>5 665</b>	<b>977</b>	<b>241</b>	<b>119</b>
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	3 245	543	136	70
58	<b>Eating and drinking places -----</b>	<b>54</b>	<b>14 374</b>	<b>4 475</b>	<b>998</b>	<b>897</b>
5812	Eating places -----	48	13 480	4 196	960	834
5813	Drinking places (alcoholic beverages) -----	6	894	279	38	63
591	<b>Drug and proprietary stores -----</b>	<b>6</b>	<b>2 775</b>	<b>281</b>	<b>66</b>	<b>55</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>60</b>	<b>19 990</b>	<b>3 332</b>	<b>756</b>	<b>335</b>
592	Liquor stores -----	6	1 494	155	45	16
594	Miscellaneous shopping goods stores -----	36	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 3</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>144</b>	<b>136 113</b>	<b>18 786</b>	<b>4 377</b>	<b>2 971</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>5</b>	<b>79 044</b>	<b>10 555</b>	<b>2 398</b>	<b>1 436</b>
531	Department stores <sup>3</sup> -----	5	79 044	10 555	2 398	1 436
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup> -----</b>	<b>10</b>	<b>6 930</b>	<b>666</b>	<b>191</b>	<b>122</b>
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
56	<b>Apparel and accessory stores -----</b>	<b>54</b>	<b>24 065</b>	<b>3 494</b>	<b>792</b>	<b>580</b>
561	Men's and boys' clothing and furnishings stores -----	11	4 054	589	121	89
562, 3, 8	Women's clothing and specialty stores and furriers -----	26	13 547	2 113	509	345
562	Women's ready-to-wear stores -----	24	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	12	3 539	461	92	74
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>14</b>	<b>4 536</b>	<b>512</b>	<b>120</b>	<b>60</b>
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	2 800	303	73	38
58	<b>Eating and drinking places -----</b>	<b>18</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	18	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>41</b>	<b>13 542</b>	<b>1 819</b>	<b>429</b>	<b>292</b>
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	27	11 502	1 484	350	236
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.



Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 4</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>110</b>	<b>75 957</b>	<b>9 432</b>	<b>2 126</b>	<b>1 747</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>4</b>	<b>516</b>	<b>87</b>	<b>20</b>	<b>12</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>6</b>	<b>30 156</b>	<b>3 678</b>	<b>765</b>	<b>635</b>
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>6</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>32</b>	<b>8 953</b>	<b>1 287</b>	<b>299</b>	<b>238</b>
561	Men's and boys' clothing and furnishings stores -----	5	1 330	191	47	37
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	3 075	464	108	85
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	2 366	360	77	59
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>8</b>	<b>3 745</b>	<b>509</b>	<b>158</b>	<b>96</b>
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	5	1 269	140	34	20
58	<b>Eating and drinking places -----</b>	<b>20</b>	<b>4 428</b>	<b>1 096</b>	<b>204</b>	<b>282</b>
5812	Eating places -----	19	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>28</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	19	5 756	735	163	140
5992	Florists -----	3	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Hartford</b>					
	Retail stores <sup>2</sup> -----	1 081	400 987	57 661	13 782	8 698
52	Building materials, hardware, garden supply, and mobile home dealers -----	23	10 726	(D)	(D)	(D)
525	Hardware stores -----	11	(D)	433	110	44
52 ex. 525	Other -----	12	(D)	(D)	(D)	(D)
	General merchandise group stores -----	22	56 691	7 069	1 670	1 428
53	Department stores <sup>3</sup> -----	3	52 884	6 576	1 554	1 338
531	Variety stores -----	13	(D)	(D)	(D)	(D)
533	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	(D)
539						
	Food stores <sup>4</sup> -----	140	60 978	5 937	1 553	895
54		97	55 435	4 646	1 236	687
541	Grocery stores -----					
	Automotive dealers -----	33	(D)	7 512	1 760	616
55 ex. 554						
	Gasoline service stations -----	75	26 953	2 345	584	322
554						
	Apparel and accessory stores -----	79	23 046	4 842	1 173	637
56						
561	Men's and boys' clothing and furnishings stores -----	20	(D)	1 673	414	168
562, 3, 8	Women's clothing and specialty stores and furriers -----	24	(D)	1 424	337	248
562	Women's ready-to-wear stores -----	17	(D)	1 096	264	219
565	Family clothing stores -----	10	4 693	1 185	278	145
566	Shoe stores -----	18	2 879	476	128	66
564, 9	Other apparel and accessory stores -----	7	446	84	16	10
	Furniture, home furnishings, and equipment stores -----	70	18 430	(D)	(D)	(D)
57						
5712	Furniture stores -----	26	8 722	1 398	354	155
5713, 4, 9	Home furnishings stores -----	18	3 123	545	135	78
572, 3	Household appliance, radio, television, and music stores -----	26	6 585	(D)	(D)	(D)
	Eating and drinking places -----	324	61 018	16 187	3 766	3 141
58						
5812	Eating places -----	242	52 610	14 140	3 291	2 735
5813	Drinking places (alcoholic beverages) -----	82	8 408	2 047	475	406
	Drug and proprietary stores -----	43	(D)	2 799	686	434
591						
	Miscellaneous retail stores <sup>5</sup> -----	272	(D)	6 953	1 625	759
59 ex. 591, 6						
592	Liquor stores -----	76	11 719	727	181	97
594	Miscellaneous shopping goods stores -----	78	20 315	3 063	682	310
5992	Florists -----	14	1 608	336	67	45

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Hartford, Conn., SMSA</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>5 597</b>	<b>2 498 521</b>	<b>309 202</b>	<b>74 069</b>	<b>48 817</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>251</b>	<b>101 135</b>	<b>12 989</b>	<b>3 042</b>	<b>1 415</b>
525	Hardware stores -----	80	17 374	2 945	783	409
52 ex. 525	Other -----	171	83 761	10 044	2 259	1 006
53	<b>General merchandise group stores -----</b>	<b>108</b>	<b>337 004</b>	<b>42 958</b>	<b>9 832</b>	<b>7 138</b>
531	Department stores <sup>3</sup> -----	39	305 453	38 822	8 866	6 389
533	Variety stores -----	31	6 147	783	164	129
539	Miscellaneous general merchandise stores -----	38	25 404	3 353	802	620
54	<b>Food stores<sup>4</sup> -----</b>	<b>619</b>	<b>576 994</b>	<b>49 455</b>	<b>12 819</b>	<b>8 566</b>
541	Grocery stores -----	389	541 004	43 059	11 240	7 236
55 ex. 554	<b>Automotive dealers -----</b>	<b>325</b>	<b>423 418</b>	<b>43 741</b>	<b>10 125</b>	<b>3 750</b>
554	<b>Gasoline service stations -----</b>	<b>496</b>	<b>209 430</b>	<b>16 323</b>	<b>4 085</b>	<b>2 473</b>
56	<b>Apparel and accessory stores -----</b>	<b>401</b>	<b>143 528</b>	<b>21 101</b>	<b>5 069</b>	<b>3 390</b>
561	Men's and boys' clothing and furnishings stores -----	80	28 653	4 921	1 201	594
562, 3, 8	Women's clothing and specialty stores and furriers -----	152	57 846	8 736	2 132	1 587
562	Women's ready-to-wear stores -----	135	54 305	8 116	1 993	1 515
565	Family clothing stores -----	43	30 034	3 622	841	568
566	Shoe stores -----	87	19 244	2 735	640	456
564, 9	Other apparel and accessory stores -----	39	7 751	1 087	255	185
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>459</b>	<b>105 390</b>	<b>15 969</b>	<b>3 760</b>	<b>1 842</b>
5712	Furniture stores -----	106	38 183	6 608	1 552	759
5713, 4, 9	Home furnishings stores -----	150	22 474	3 234	779	395
572, 3	Household appliance, radio, television, and music stores -----	203	44 733	6 127	1 429	688
58	<b>Eating and drinking places -----</b>	<b>1 150</b>	<b>235 747</b>	<b>61 549</b>	<b>14 467</b>	<b>14 133</b>
5812	Eating places -----	969	214 447	56 557	13 240	13 032
5813	Drinking places (alcoholic beverages) -----	181	21 300	4 992	1 227	1 101
591	<b>Drug and proprietary stores -----</b>	<b>200</b>	<b>86 071</b>	<b>13 015</b>	<b>3 214</b>	<b>2 164</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>1 588</b>	<b>279 804</b>	<b>32 102</b>	<b>7 656</b>	<b>3 946</b>
592	Liquor stores -----	337	54 692	3 576	904	554
594	Miscellaneous shopping goods stores -----	541	78 332	10 726	2 440	1 528
5992	Florists -----	93	9 131	1 961	455	298

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Hartford</b>					
	Retail stores <sup>2</sup> -----	214	130 091	31 763	7 787	5 186
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	10	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	3	4 876	861	212	219
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores -----	17	2 987	498	119	98
55 ex. 554	Automotive dealers -----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	3	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	58	17 301	3 159	751	550
561	Men's and boys' clothing and furnishings stores -----	16	5 684	1 161	277	162
562, 3, 8	Women's clothing and specialty stores and furriers -----	26	9 075	1 548	367	313
562	Women's ready-to-wear stores -----	15	7 454	1 117	281	250
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	2 071	376	91	60
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	6 469	1 055	267	138
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	3 492	528	134	72
58	Eating and drinking places -----	42	6 790	2 446	574	502
5812	Eating places -----	36	6 309	2 297	535	460
5813	Drinking places (alcoholic beverages) -----	6	481	149	39	42
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	64	15 815	2 675	620	359
592	Liquor stores -----	6	1 726	150	37	25
594	Miscellaneous shopping goods stores -----	25	10 123	1 840	420	233
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Hartford</b>			
	Retail stores <sup>2</sup> -----	-11.4	10.9	46.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	66.1	(D)	52.3
525	Hardware stores -----	-16.8	(D)	67.6
52 ex. 525	Other -----	(D)	(D)	49.5
53	General merchandise group stores -----	-37.0	-36.2	20.2
531	Department stores <sup>3</sup> -----	-36.2	(D)	28.9
533	Variety stores -----	(D)	-55.1	-77.7
539	Miscellaneous general merchandise stores -----	33.5	(NC)	59.7
54	Food stores <sup>4</sup> -----	0.1	18.8	59.6
541	Grocery stores -----	(NA)	26.7	64.2
55 ex. 554	Automotive dealers -----	(NC)	(D)	47.0
554	Gasoline service stations -----	11.7	39.4	68.0
56	Apparel and accessory stores -----	7.2	6.3	33.8
561	Men's and boys' clothing and furnishings stores -----	-11.6	(D)	28.6
562, 3, 8	Women's clothing and specialty stores and furriers -----	-24.9	(D)	44.1
562	Women's ready-to-wear stores -----	-26.0	-15.3	54.7
565	Family clothing stores -----	(D)	(D)	28.8
566	Shoe stores -----	-5.2	(D)	20.8
564, 9	Other apparel and accessory stores -----	(D)	65.8	(NC)
57	Furniture, home furnishings, and equipment stores -----	-12.4	-14.0	15.1
5712	Furniture stores -----	-35.0	-20.4	-0.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	42.3
572, 3	Household appliance, radio, television, and music stores -----	-7.1	(D)	19.3
58	Eating and drinking places -----	111.7	67.4	72.7
5812	Eating places -----	113.7	79.6	80.3
5813	Drinking places (alcoholic beverages) -----	85.9	17.7	21.2
591	Drug and proprietary stores -----	(D)	-6.6	27.0
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	26.4	(D)	50.4
592	Liquor stores -----	-13.4	-12.1	14.1
594	Miscellaneous shopping goods stores -----	(D)	53.1	38.5
5992	Florists -----	50.2	13.7	64.1

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Hartford</b>					
	Retail stores <sup>1</sup> -----	28.8	4.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers-----	(D)	(D)	(D)	2.7	4.0
525	Hardware stores-----	(D)	(D)	(D)	(D)	0.7
52 ex. 525	Other-----	(D)	(D)	(D)	(D)	3.4
53	General merchandise group stores-----	(D)	(D)	(D)	14.1	13.5
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	13.2	12.2
533	Variety stores-----	75.7	(D)	(D)	(D)	0.2
539	Miscellaneous general merchandise stores-----	90.2	(D)	(D)	(D)	1.0
54	Food stores <sup>3</sup> -----	4.9	0.5	2.6	15.2	23.1
541	Grocery stores-----	(D)	(D)	(D)	13.8	21.7
55 ex. 554	Automotive dealers-----	(D)	(D)	(D)	(D)	16.9
554	Gasoline service stations-----	(D)	(D)	(D)	6.7	8.4
56	Apparel and accessory stores-----	80.5	12.9	16.1	5.7	5.7
561	Men's and boys' clothing and furnishings stores-----	(D)	17.5	4.4	(D)	1.1
562, 3, 8	Women's clothing and specialty stores and furriers-----	(D)	11.8	5.9	(D)	2.3
562	Women's ready-to-wear stores-----	(D)	10.2	4.8	(D)	2.2
565	Family clothing stores-----	94.6	14.8	3.9	1.2	1.2
566	Shoe stores-----	68.2	10.2	1.7	0.7	0.8
564, 9	Other apparel and accessory stores-----	66.4	3.8	0.3	0.1	0.3
57	Furniture, home furnishings, and equipment stores-----	30.7	5.4	4.9	4.6	4.2
5712	Furniture stores-----	(D)	(D)	(D)	2.2	1.5
5713, 4, 9	Home furnishings stores-----	(D)	(D)	(D)	0.8	0.9
572, 3	Household appliance, radio, television, and music stores-----	49.3	7.3	2.8	1.6	1.8
58	Eating and drinking places-----	23.6	6.1	12.5	15.2	9.4
5812	Eating places-----	25.6	6.3	11.7	13.1	8.6
5813	Drinking places (alcoholic beverages)-----	10.6	4.2	0.8	2.1	0.9
591	Drug and proprietary stores-----	(D)	3.2	2.4	(D)	3.4
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	7.1	17.3	(D)	11.2
592	Liquor stores-----	12.7	2.7	1.3	2.9	2.2
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	5.1	3.1
5992	Florists-----	(D)	(D)	(D)	0.4	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

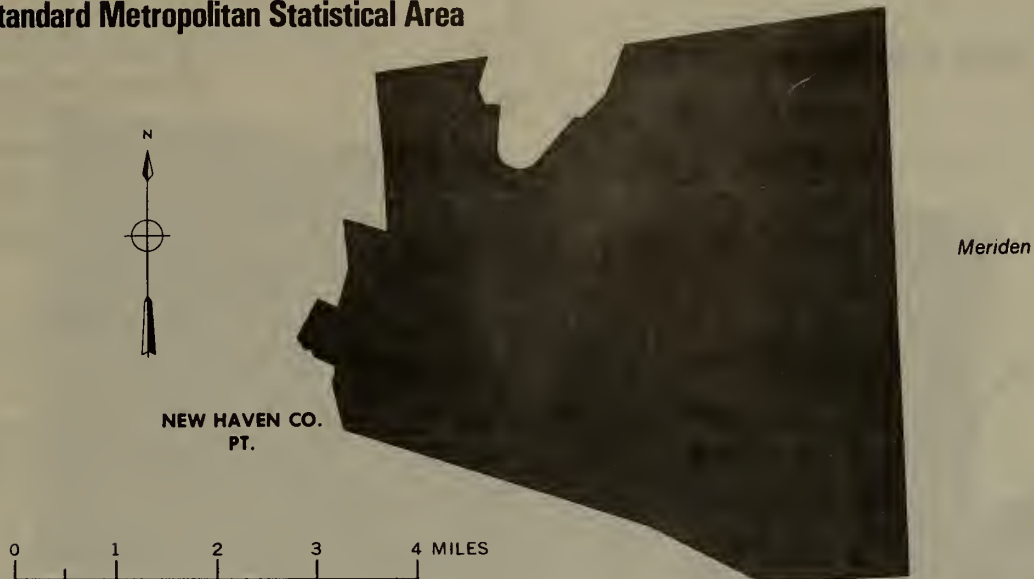
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

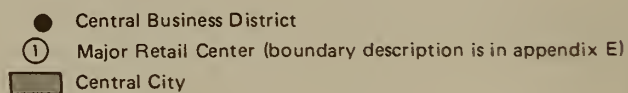
# MERIDEN

## Standard Metropolitan Statistical Area



## Central Business District

Comprising Census Tracts 1701.01 and 1702.01





**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	<b>Retail stores:<sup>1 2</sup></b>				
	Number -----	462	462	62	53
	Sales (\$1,000) -----	(D)	(D)	9 129	40 827
	Payroll entire year (\$1,000) -----	20 330	20 330	1 602	5 201
	Paid employees for week including March 12 ---	3 094	3 094	256	896
54, 58, 591	<b>Convenience goods stores:</b>				
	Number -----	161	161	12	8
	Sales (\$1,000) -----	48 411	48 411	1 231	(D)
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>2</sup></b>				
	Number -----	127	127	34	42
	Sales (\$1,000) -----	57 505	57 505	5 745	37 758
52, 55, 59, ex. 591, 4, 8	<b>All other stores:</b>				
	Number -----	174	174	16	5
	Sales (\$1,000) -----	66 742	66 742	2 153	(D)
	<b>Number of Establishments</b>				
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>462</b>	<b>462</b>	<b>62</b>	<b>53</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>17</b>	<b>17</b>	<b>4</b>	<b>-</b>
525	Hardware stores -----	4	4	1	-
52 ex. 525	Other -----	13	13	3	-
53	<b>General merchandise group stores -----</b>	<b>7</b>	<b>7</b>	<b>1</b>	<b>2</b>
531	Department stores <sup>4</sup> -----	4	4	-	2
533	Variety stores -----	3	3	1	-
539	Miscellaneous general merchandise stores -----	-	-	-	-
54	<b>Food stores<sup>6</sup> -----</b>	<b>57</b>	<b>57</b>	<b>3</b>	<b>3</b>
541	Grocery stores -----	41	41	2	-
55 ex. 554	<b>Automotive dealers -----</b>	<b>23</b>	<b>23</b>	<b>2</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>44</b>	<b>44</b>	<b>1</b>	<b>-</b>
56	<b>Apparel and accessory stores -----</b>	<b>47</b>	<b>47</b>	<b>18</b>	<b>24</b>
561	Men's and boys' clothing and furnishings stores --	12	12	6	4
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	19	6	10
582	Women's ready-to-wear stores -----	15	15	3	9
565	Family clothing stores -----	2	2	1	1
566	Shoe stores -----	11	11	4	7
564, 9	Other apparel and accessory stores -----	3	3	1	2
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>31</b>	<b>31</b>	<b>8</b>	<b>4</b>
5712	Furniture stores -----	9	9	4	-
5713, 4, 9	Home furnishings stores -----	5	5	2	-
572, 3	Household appliance, radio, television, and music stores -----	17	17	2	4
58	<b>Eating and drinking places -----</b>	<b>96</b>	<b>96</b>	<b>9</b>	<b>2</b>
5812	Eating places -----	71	71	7	2
5813	Drinking places (alcoholic beverages) -----	25	25	2	-
591	<b>Drug and proprietary stores -----</b>	<b>8</b>	<b>8</b>	<b>-</b>	<b>1</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>132</b>	<b>132</b>	<b>18</b>	<b>17</b>
592	Liquor stores -----	34	34	3	1
594	Miscellaneous shopping goods stores -----	42	42	7	12
5992	Florists -----	8	8	1	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because there were no major retail centers or central business districts with 100 retail establishments or more in 1977

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Meriden</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>462</b>	<b>(D)</b>	<b>20 330</b>	<b>4 952</b>	<b>3 094</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>17</b>	<b>(D)</b>	<b>891</b>	<b>229</b>	<b>100</b>
525	Hardware stores -----	4	316	(D)	(D)	(D)
52 ex. 525	Other -----	13	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>7</b>	<b>(D)</b>	<b>3 433</b>	<b>782</b>	<b>556</b>
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	3	388	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup>-----</b>	<b>57</b>	<b>33 567</b>	<b>3 285</b>	<b>852</b>	<b>525</b>
541	Grocery stores -----	41	30 104	2 659	683	424
55 ex. 554	<b>Automotive dealers -----</b>	<b>23</b>	<b>32 735</b>	<b>3 085</b>	<b>717</b>	<b>260</b>
554	<b>Gasoline service stations -----</b>	<b>44</b>	<b>11 087</b>	<b>783</b>	<b>190</b>	<b>133</b>
56	<b>Apparel and accessory stores -----</b>	<b>47</b>	<b>(D)</b>	<b>1 749</b>	<b>425</b>	<b>328</b>
561	Men's and boys' clothing and furnishings stores -----	12	(D)	308	83	60
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	15	4 975	660	154	144
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	2 246	342	72	48
564, 9	Other apparel and accessory stores -----	3	1 010	157	38	34
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>31</b>	<b>9 494</b>	<b>1 507</b>	<b>370</b>	<b>168</b>
5712	Furniture stores -----	9	(D)	772	203	75
5713, 4, 9	Home furnishings stores -----	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	17	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>96</b>	<b>10 318</b>	<b>2 346</b>	<b>580</b>	<b>545</b>
5812	Eating places -----	71	9 055	2 121	517	498
5813	Drinking places (alcoholic beverages) -----	25	1 263	225	63	47
591	<b>Drug and proprietary stores -----</b>	<b>8</b>	<b>4 526</b>	<b>821</b>	<b>195</b>	<b>139</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>132</b>	<b>(D)</b>	<b>2 430</b>	<b>612</b>	<b>340</b>
592	Liquor stores -----	34	4 546	288	74	48
594	Miscellaneous shopping goods stores -----	42	6 958	840	193	164
5992	Florists -----	8	406	76	21	14

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Meriden, Conn., SMSA</b>					
	Retail stores <sup>2</sup> -----	462	(D)	20 330	4 952	3 094
52	Building materials, hardware, garden supply, and mobile home dealers -----	17	(D)	891	229	100
525	Hardware stores -----	4	316	(D)	(D)	(D)
52 ex. 525	Other -----	13	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	7	(D)	3 433	782	556
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	3	388	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	57	33 567	3 285	852	525
541	Grocery stores -----	41	30 104	2 659	683	424
55 ex. 554	Automotive dealers -----	23	32 735	3 085	717	260
554	Gasoline service stations -----	44	11 087	783	190	133
56	Apparel and accessory stores -----	47	(D)	1 749	425	328
561	Men's and boys' clothing and furnishings stores -----	12	(D)	308	83	60
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	15	4 975	660	154	144
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	2 246	342	72	48
564, 9	Other apparel and accessory stores -----	3	1 010	157	38	34
57	Furniture, home furnishings, and equipment stores -----	31	9 494	1 507	370	168
5712	Furniture stores -----	9	(D)	772	203	75
5713, 4, 9	Home furnishings stores -----	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	17	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	96	10 318	2 346	580	545
5812	Eating places -----	71	9 055	2 121	517	498
5813	Drinking places (alcoholic beverages) -----	25	1 263	225	63	47
591	Drug and proprietary stores -----	8	4 526	821	195	139
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	132	(D)	2 430	612	340
592	Liquor stores -----	34	4 546	288	74	48
594	Miscellaneous shopping goods stores -----	42	6 958	840	193	164
5992	Florists -----	8	406	76	21	14

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Meriden SMSA in 1972



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Meriden SMSA in 1977

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**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Meriden SMSA in 1977

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# NEW BRITAIN

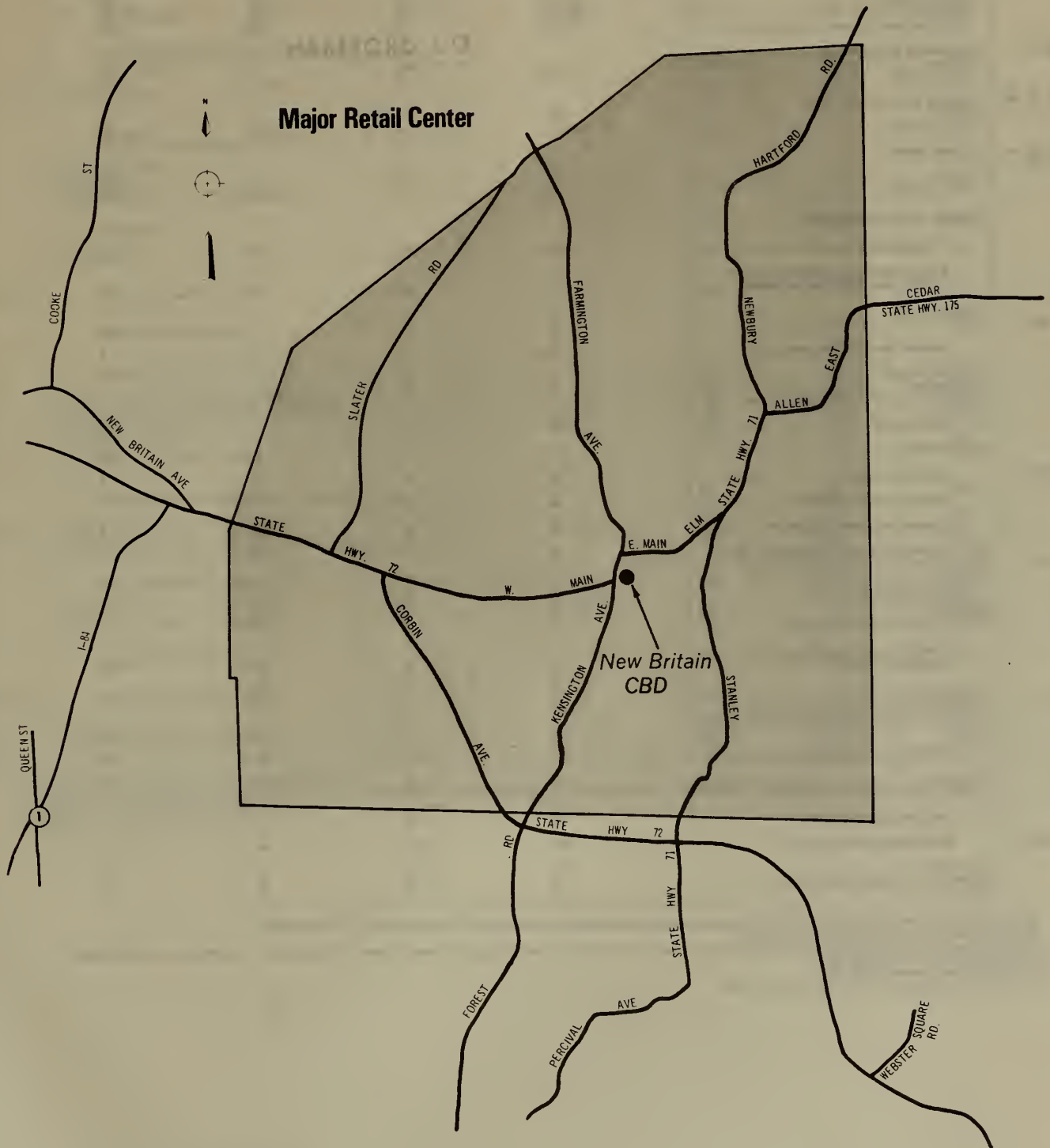


## NEW BRITAIN

## Central Business District



# NEW BRITAIN



- Central Business District
- ① Major Retail Center (boundary description is in appendix E)
- ▭ Central City

0 1 2 MILES



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	<b>Retail stores:<sup>1 2</sup></b>				
	Number -----	1 080	493	109	81
	Sales (\$1,000) -----	404 269	164 712	33 982	73 391
	Payroll entire year (\$1,000) -----	47 201	(D)	4 498	8 239
	Paid employees for week including March 12 ---	7 528	(D)	655	1 386
54, 58, 591	<b>Convenience goods stores:</b>				
	Number -----	446	203	31	34
	Sales (\$1,000) -----	(D)	(D)	12 391	26 762
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>				
	Number -----	240	121	59	21
	Sales (\$1,000) -----	83 774	(D)	15 278	30 926
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>				
	Number -----	394	169	19	26
	Sales (\$1,000) -----	(D)	(D)	6 313	15 703
	<b>Number of Establishments</b>				
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 080</b>	<b>493</b>	<b>109</b>	<b>81</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>47</b>	<b>16</b>	<b>2</b>	<b>3</b>
525	Hardware stores -----	11	6	2	-
52 ex. 525	Other -----	36	10	-	3
53	<b>General merchandise group stores -----</b>	<b>25</b>	<b>14</b>	<b>-</b>	<b>4</b>
531	Department stores <sup>4</sup> -----	8	3	-	4
533	Variety stores -----	15	11	-	-
539	Miscellaneous general merchandise stores -----	2	-	-	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>160</b>	<b>68</b>	<b>8</b>	<b>10</b>
541	Grocery stores -----	111	51	6	6
55 ex. 554	<b>Automotive dealers -----</b>	<b>70</b>	<b>23</b>	<b>4</b>	<b>8</b>
554	<b>Gasoline service stations -----</b>	<b>94</b>	<b>41</b>	<b>-</b>	<b>9</b>
56	<b>Apparel and accessory stores -----</b>	<b>68</b>	<b>38</b>	<b>30</b>	<b>8</b>
561	Men's and boys' clothing and furnishings stores --	10	5	4	-
562, 3, 8	Women's clothing and specialty stores and furriers -----	30	20	18	3
562	Women's ready-to-wear stores -----	20	13	11	2
565	Family clothing stores -----	7	5	3	-
566	Shoe stores -----	14	6	5	4
564, 9	Other apparel and accessory stores -----	7	2	-	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>74</b>	<b>31</b>	<b>14</b>	<b>5</b>
5712	Furniture stores -----	20	8	2	1
5713, 4, 9	Home furnishings stores -----	20	6	3	1
572, 3	Household appliance, radio, television, and music stores -----	34	17	9	3
58	<b>Eating and drinking places -----</b>	<b>251</b>	<b>112</b>	<b>16</b>	<b>23</b>
5812	Eating places -----	195	86	13	20
5813	Drinking places (alcoholic beverages) -----	56	26	3	3
591	<b>Drug and proprietary stores -----</b>	<b>35</b>	<b>23</b>	<b>7</b>	<b>1</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>256</b>	<b>127</b>	<b>28</b>	<b>10</b>
592	Liquor stores -----	73	36	4	2
594	Miscellaneous shopping goods stores -----	73	38	15	4
5992	Florists -----	17	7	2	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>New Britain CBD</b>					
	Retail stores <sup>2</sup> -----	109	33 982	4 498	1 099	655
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	-	-	-	-	-
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	8	7 192	667	176	76
541	Grocery stores -----	6	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	4	4 438	639	144	60
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores -----	30	9 413	984	236	129
561	Men's and boys' clothing and furnishings stores -----	4	1 003	105	22	19
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	11	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	897	134	35	21
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores -----	14	4 182	698	149	79
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	1 734	196	44	24
58	Eating and drinking places -----	16	2 998	668	165	180
5812	Eating places -----	13	2 794	625	153	167
5813	Drinking places (alcoholic beverages) -----	3	204	43	12	13
591	Drug and proprietary stores -----	7	2 201	262	87	50
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	28	(D)	(D)	(D)	(D)
592	Liquor stores -----	4	350	17	4	4
594	Miscellaneous shopping goods stores -----	15	1 683	292	74	41
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>New Britain</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>493</b>	<b>164 712</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>16</b>	<b>(D)</b>	<b>784</b>	<b>183</b>	<b>80</b>
525	Hardware stores -----	6	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	10	3 051	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>14</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	11	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup> -----</b>	<b>68</b>	<b>40 439</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	51	37 916	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>23</b>	<b>35 542</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>41</b>	<b>12 108</b>	<b>844</b>	<b>211</b>	<b>135</b>
56	<b>Apparel and accessory stores -----</b>	<b>38</b>	<b>10 693</b>	<b>1 061</b>	<b>265</b>	<b>147</b>
561	Men's and boys' clothing and furnishings stores -----	5	(D)	105	22	19
562, 3, 8	Women's clothing and specialty stores and furriers -----	20	7 300	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	13	4 786	555	139	73
565	Family clothing stores -----	5	834	(D)	(D)	(D)
566	Shoe stores -----	6	(D)	140	37	21
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>31</b>	<b>5 576</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5712	Furniture stores -----	8	(D)	294	64	38
5713, 4, 9	Home furnishings stores -----	6	(D)	348	74	35
572, 3	Household appliance, radio, television, and music stores -----	17	2 300	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>112</b>	<b>15 191</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	86	13 182	3 251	817	982
5813	Drinking places (alcoholic beverages) -----	26	2 009	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>23</b>	<b>(D)</b>	<b>1 208</b>	<b>338</b>	<b>198</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>127</b>	<b>20 660</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	36	4 975	247	60	39
594	Miscellaneous shopping goods stores -----	38	3 497	439	110	62
5992	Florists -----	7	(D)	137	32	23

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>New Britain, Conn., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 080</b>	<b>404 269</b>	<b>47 201</b>	<b>11 146</b>	<b>7 528</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>47</b>	<b>(D)</b>	<b>2 280</b>	<b>470</b>	<b>206</b>
525	Hardware stores -----	11	(D)	516	129	51
52 ex. 525	Other -----	36	(D)	1 764	341	155
53	<b>General merchandise group stores -----</b>	<b>25</b>	<b>38 203</b>	<b>4 402</b>	<b>1 035</b>	<b>810</b>
531	Department stores <sup>3</sup> -----	8	36 912	4 257	1 003	775
533	Variety stores -----	15	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>160</b>	<b>108 440</b>	<b>9 203</b>	<b>2 305</b>	<b>1 604</b>
541	Grocery stores -----	111	97 381	7 640	1 918	1 311
55 ex. 554	<b>Automotive dealers -----</b>	<b>70</b>	<b>70 870</b>	<b>8 472</b>	<b>1 882</b>	<b>750</b>
554	<b>Gasoline service stations -----</b>	<b>94</b>	<b>36 221</b>	<b>2 594</b>	<b>631</b>	<b>365</b>
56	<b>Apparel and accessory stores -----</b>	<b>68</b>	<b>17 412</b>	<b>1 947</b>	<b>476</b>	<b>294</b>
561	Men's and boys' clothing and furnishings stores -----	10	(D)	243	55	35
562, 3, 8	Women's clothing and specialty stores and furriers -----	30	9 561	916	207	124
562	Women's ready-to-wear stores -----	20	(D)	719	181	109
565	Family clothing stores -----	7	(D)	364	107	62
566	Shoe stores -----	14	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	7	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>74</b>	<b>19 720</b>	<b>2 923</b>	<b>674</b>	<b>317</b>
5712	Furniture stores -----	20	11 480	1 722	398	170
5713, 4, 9	Home furnishings stores -----	20	3 298	579	130	70
572, 3	Household appliance, radio, television, and music stores -----	34	4 942	622	146	77
58	<b>Eating and drinking places -----</b>	<b>251</b>	<b>39 569</b>	<b>8 886</b>	<b>2 020</b>	<b>2 287</b>
5812	Eating places -----	195	33 844	7 773	1 721	1 997
5813	Drinking places (alcoholic beverages) -----	56	5 725	1 113	299	290
591	<b>Drug and proprietary stores -----</b>	<b>35</b>	<b>(D)</b>	<b>2 415</b>	<b>637</b>	<b>367</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>256</b>	<b>41 369</b>	<b>4 079</b>	<b>1 016</b>	<b>528</b>
592	Liquor stores -----	73	9 247	426	109	73
594	Miscellaneous shopping goods stores -----	73	8 439	997	244	154
5992	Florists -----	17	1 246	220	55	44

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>New Britain</b>					
	Retail stores <sup>2</sup> -----	127	37 472	5 943	1 458	1 230
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	7 502	886	228	228
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores -----	9	6 613	624	150	129
55 ex. 554	Automotive dealers -----	6	3 574	632	148	92
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	31	7 817	1 511	358	362
561	Men's and boys' clothing and furnishings stores -----	8	2 195	350	86	102
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	2 720	421	89	96
562	Women's ready-to-wear stores -----	9	1 971	300	69	80
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores -----	17	4 782	948	238	140
5712	Furniture stores -----	5	2 485	614	158	90
5713, 4, 9	Home furnishings stores -----	4	1 399	230	57	31
572, 3	Household appliance, radio, television, and music stores -----	8	898	104	23	19
58	Eating and drinking places -----	15	1 341	275	69	70
5812	Eating places -----	12	1 069	208	52	56
5813	Drinking places (alcoholic beverages) -----	3	272	67	17	14
591	Drug and proprietary stores -----	5	1 585	325	88	73
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	34	3 156	546	137	102
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	17	1 751	337	81	59
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>New Britain</b>			
	Retail stores <sup>2</sup> -----	-9.3	15.1	34.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	-59.5	(D)	25.8
525	Hardware stores -----	-17.1	14.3	39.2
52 ex. 525	Other -----	(D)	(D)	23.3
53	General merchandise group stores -----	-	(D)	22.1
531	Department stores <sup>3</sup> -----	(D)	(D)	57.2
533	Variety stores -----	(D)	-68.1	(D)
539	Miscellaneous general merchandise stores -----	-	(D)	(D)
54	Food stores <sup>4</sup> -----	8.8	4.7	40.1
541	Grocery stores -----	(NA)	8.7	43.2
55 ex. 554	Automotive dealers -----	24.2	31.8	28.3
554	Gasoline service stations -----	(D)	2.2	33.9
56	Apparel and accessory stores -----	20.4	16.4	18.7
561	Men's and boys' clothing and furnishings stores -----	-54.3	-56.3	-35.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	130.5	128.8
562	Women's ready-to-wear stores -----	(D)	(D)	(D)
565	Family clothing stores -----	-54.9	(D)	(D)
566	Shoe stores -----	(D)	-24.1	(D)
564, 9	Other apparel and accessory stores -----	-	(NC)	108.4
57	Furniture, home furnishings, and equipment stores -----	-12.5	-26.5	18.8
5712	Furniture stores -----	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	(D)	-10.7	(D)
572, 3	Household appliance, radio, television, and music stores -----	93.1	(D)	27.3
58	Eating and drinking places -----	(NC)	52.7	60.8
5812	Eating places -----	(NC)	(D)	64.8
5813	Drinking places (alcoholic beverages) -----	-25.0	(D)	40.3
591	Drug and proprietary stores -----	38.9	(D)	32.8
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	32.7	39.7
592	Liquor stores -----	(D)	0.2	5.4
594	Miscellaneous shopping goods stores -----	-3.9	11.4	29.5
5992	Florists -----	36.6	(D)	-13.5

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>New Britain</b>					
	Retail stores <sup>1</sup> -----	20.6	8.4	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	8.2	2.4	(D)	(D)	(D)
525	Hardware stores -----	21.4	13.3	(D)	(D)	(D)
52 ex. 525	Other -----	-	(D)	-	1.9	(D)
53	General merchandise group stores -----	(D)	-	-	(D)	9.4
531	Department stores <sup>2</sup> -----	(D)	-	-	(D)	9.1
533	Variety stores -----	(D)	(D)	-	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	(D)	-	-	(D)
54	Food stores <sup>3</sup> -----	17.8	6.6	21.2	24.6	26.8
541	Grocery stores -----	(D)	(D)	(D)	23.0	24.1
55 ex. 554	Automotive dealers -----	12.5	6.3	13.1	21.6	17.5
554	Gasoline service stations -----	-	-	-	7.4	9.0
56	Apparel and accessory stores -----	88.0	54.1	27.7	6.5	4.3
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	3.0	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	(D)	4.4	2.4
562	Women's ready-to-wear stores -----	(D)	70.7	(D)	2.9	(D)
565	Family clothing stores -----	(D)	27.6	(D)	0.5	(D)
566	Shoe stores -----	(D)	(D)	2.6	(D)	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	-	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	75.0	21.2	12.3	3.4	4.9
5712	Furniture stores -----	50.9	(D)	(D)	(D)	2.8
5713, 4, 9	Home furnishings stores -----	94.5	(D)	(D)	(D)	0.8
572, 3	Household appliance, radio, television, and music stores -----	75.4	35.1	5.1	1.4	1.2
58	Eating and drinking places -----	19.7	7.6	8.8	9.2	9.8
5812	Eating places -----	21.2	8.3	8.2	8.0	8.4
5813	Drinking places (alcoholic beverages) -----	10.2	3.6	0.6	1.2	1.4
591	Drug and proprietary stores -----	(D)	(D)	6.5	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	12.5	10.2
592	Liquor stores -----	7.0	3.8	1.0	3.0	2.3
594	Miscellaneous shopping goods stores -----	48.1	19.9	5.0	2.1	2.1
5992	Florists -----	8.0	(D)	(D)	(D)	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

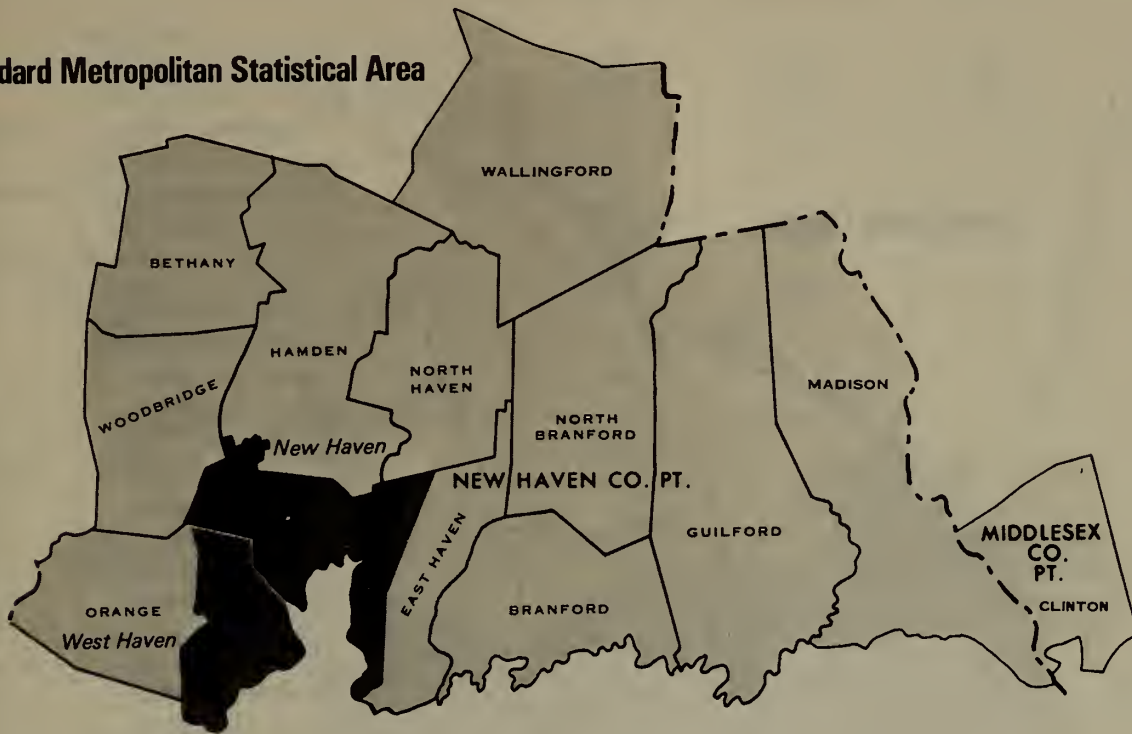
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



# NEW HAVEN—WEST HAVEN

## Standard Metropolitan Statistical Area



0 5 10 MILES



## New Haven Central Business District

Comprising Census Tract 1401



0 1000 2000 FEET



# NEW HAVEN—WEST HAVEN



- Central Business District
- ① Major Retail Center (boundary description is in appendix E)
- ▭ Central City

0 1 2 3 MILES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	<b>Retail stores:<sup>1 2</sup></b>				
	Number -----	3 608	1 149	225	84
	Sales (\$1,000) -----	1 305 022	(D)	98 003	98 611
	Payroll entire year (\$1,000) -----	161 525	49 611	17 675	12 084
	Paid employees for week including March 12 ---	25 653	7 859	2 894	1 910
54, 58, 591	<b>Convenience goods stores:</b>				
	Number -----	1 389	495	68	21
	Sales (\$1,000) -----	497 858	(D)	13 366	30 887
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>				
	Number -----	942	302	120	43
	Sales (\$1,000) -----	350 292	124 701	78 451	51 552
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>				
	Number -----	1 277	352	37	20
	Sales (\$1,000) -----	456 872	102 597	6 186	16 172
	<b>Number of Establishments</b>				
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>3 608</b>	<b>1 149</b>	<b>225</b>	<b>84</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>156</b>	<b>26</b>	<b>1</b>	<b>2</b>
525	Hardware stores -----	37	10	-	-
52 ex. 525	Other -----	119	16	1	2
53	<b>General merchandise group stores -----</b>	<b>71</b>	<b>17</b>	<b>8</b>	<b>6</b>
531	Department stores <sup>4</sup> -----	23	4	2	4
533	Variety stores -----	23	6	4	-
539	Miscellaneous general merchandise stores -----	25	7	2	2
54	<b>Food stores<sup>5</sup> -----</b>	<b>506</b>	<b>162</b>	<b>8</b>	<b>6</b>
541	Grocery stores -----	320	112	-	4
55 ex. 554	<b>Automotive dealers -----</b>	<b>187</b>	<b>44</b>	<b>3</b>	<b>7</b>
554	<b>Gasoline service stations -----</b>	<b>308</b>	<b>85</b>	<b>5</b>	<b>4</b>
56	<b>Apparel and accessory stores -----</b>	<b>294</b>	<b>121</b>	<b>65</b>	<b>20</b>
561	Men's and boys' clothing and furnishings stores --	59	27	15	3
562, 3, 8	Women's clothing and specialty stores and furriers -----	113	45	25	7
562	Women's ready-to-wear stores -----	90	28	16	6
565	Family clothing stores -----	33	11	5	4
566	Shoe stores -----	56	22	15	5
564, 9	Other apparel and accessory stores -----	33	16	5	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>273</b>	<b>93</b>	<b>20</b>	<b>9</b>
5712	Furniture stores -----	61	23	5	1
5713, 4, 9	Home furnishings stores -----	108	33	6	3
572, 3	Household appliance, radio, television, and music stores -----	104	37	9	5
58	<b>Eating and drinking places -----</b>	<b>780</b>	<b>289</b>	<b>52</b>	<b>12</b>
5812	Eating places -----	637	229	47	12
5813	Drinking places (alcoholic beverages) -----	143	60	5	-
591	<b>Drug and proprietary stores -----</b>	<b>103</b>	<b>44</b>	<b>8</b>	<b>3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>930</b>	<b>268</b>	<b>55</b>	<b>15</b>
592	Liquor stores -----	219	81	6	3
594	Miscellaneous shopping goods stores -----	304	71	27	8
5992	Florists -----	53	14	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>New Haven CBD</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>225</b>	<b>98 003</b>	<b>17 675</b>	<b>4 245</b>	<b>2 894</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>8</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>8</b>	<b>1 834</b>	<b>338</b>	<b>79</b>	<b>90</b>
541	Grocery stores -----	-	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>5</b>	<b>758</b>	<b>75</b>	<b>18</b>	<b>7</b>
56	<b>Apparel and accessory stores -----</b>	<b>65</b>	<b>21 780</b>	<b>4 072</b>	<b>961</b>	<b>524</b>
561	Men's and boys' clothing and furnishings stores -----	15	3 859	808	197	88
562, 3, 8	Women's clothing and specialty stores and furriers -----	25	11 503	2 046	482	294
562	Women's ready-to-wear stores -----	16	9 314	1 578	374	242
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	15	4 467	875	198	95
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>20</b>	<b>8 957</b>	<b>2 022</b>	<b>470</b>	<b>214</b>
5712	Furniture stores -----	5	3 288	600	138	62
5713, 4, 9	Home furnishings stores -----	6	952	214	62	35
572, 3	Household appliance, radio, television, and music stores -----	9	4 717	1 208	270	117
58	<b>Eating and drinking places -----</b>	<b>52</b>	<b>8 121</b>	<b>2 012</b>	<b>478</b>	<b>468</b>
5812	Eating places -----	47	7 662	1 906	447	438
5813	Drinking places (alcoholic beverages) -----	5	459	106	31	30
591	<b>Drug and proprietary stores -----</b>	<b>8</b>	<b>3 411</b>	<b>424</b>	<b>99</b>	<b>71</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>55</b>	<b>10 358</b>	<b>2 097</b>	<b>471</b>	<b>271</b>
592	Liquor stores -----	6	933	49	11	8
594	Miscellaneous shopping goods stores -----	27	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>New Haven</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>1 149</b>	<b>(D)</b>	<b>49 611</b>	<b>12 124</b>	<b>7 859</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>26</b>	<b>(D)</b>	<b>725</b>	<b>170</b>	<b>83</b>
525	Hardware stores -----	10	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	16	2 840	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>17</b>	<b>52 747</b>	<b>8 047</b>	<b>1 994</b>	<b>1 496</b>
531	Department stores <sup>3</sup> -----	4	47 900	7 317	1 817	1 368
533	Variety stores -----	6	3 393	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	7	1 454	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>162</b>	<b>71 114</b>	<b>6 355</b>	<b>1 569</b>	<b>965</b>
541	Grocery stores -----	112	61 486	5 062	1 263	713
55 ex. 554	<b>Automotive dealers -----</b>	<b>44</b>	<b>37 950</b>	<b>3 770</b>	<b>991</b>	<b>418</b>
554	<b>Gasoline service stations -----</b>	<b>85</b>	<b>23 043</b>	<b>1 575</b>	<b>392</b>	<b>243</b>
56	<b>Apparel and accessory stores -----</b>	<b>121</b>	<b>35 294</b>	<b>6 319</b>	<b>1 517</b>	<b>837</b>
561	Men's and boys' clothing and furnishings stores -----	27	(D)	1 922	457	201
562, 3, 8	Women's clothing and specialty stores and furriers -----	45	16 453	2 708	663	428
562	Women's ready-to-wear stores -----	28	(D)	2 068	502	347
565	Family clothing stores -----	11	1 840	306	74	43
566	Shoe stores -----	22	(D)	1 173	269	130
564, 9	Other apparel and accessory stores -----	16	1 737	210	54	35
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>93</b>	<b>22 998</b>	<b>4 289</b>	<b>1 007</b>	<b>470</b>
5712	Furniture stores -----	23	6 368	1 400	303	126
5713, 4, 9	Home furnishings stores -----	33	4 718	853	202	107
572, 3	Household appliance, radio, television, and music stores -----	37	11 912	2 036	502	237
58	<b>Eating and drinking places -----</b>	<b>289</b>	<b>41 099</b>	<b>10 177</b>	<b>2 451</b>	<b>2 278</b>
5812	Eating places -----	229	34 997	8 912	2 107	1 972
5813	Drinking places (alcoholic beverages) -----	60	6 102	1 265	344	306
591	<b>Drug and proprietary stores -----</b>	<b>44</b>	<b>(D)</b>	<b>1 843</b>	<b>435</b>	<b>293</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>268</b>	<b>(D)</b>	<b>6 511</b>	<b>1 598</b>	<b>776</b>
592	Liquor stores -----	81	9 225	471	120	86
594	Miscellaneous shopping goods stores -----	71	13 662	2 346	541	326
5992	Florists -----	14	1 157	196	44	25

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>New Haven-West Haven, Conn., SMSA</b>					
	Retail stores <sup>2</sup> -----	3 608	1 305 022	161 525	38 602	25 653
52	Building materials, hardware, garden supply, and mobile home dealers -----	156	41 802	5 439	1 257	556
525	Hardware stores -----	37	5 925	867	225	115
52 ex. 525	Other -----	119	35 877	4 572	1 032	441
53	General merchandise group stores -----	71	174 788	23 249	5 525	4 227
531	Department stores <sup>3</sup> -----	23	163 289	21 741	5 163	3 955
533	Variety stores -----	23	5 683	729	171	146
539	Miscellaneous general merchandise stores -----	25	5 816	779	191	126
54	Food stores <sup>4</sup> -----	506	319 779	28 308	7 116	4 143
541	Grocery stores -----	320	289 136	23 839	6 077	3 351
55 ex. 554	Automotive dealers -----	187	203 221	19 697	4 633	1 728
554	Gasoline service stations -----	308	104 278	6 936	1 736	1 148
56	Apparel and accessory stores -----	294	81 317	12 737	3 022	1 846
561	Men's and boys' clothing and furnishings stores -----	59	18 987	3 521	839	389
562, 3, 8	Women's clothing and specialty stores and furriers -----	113	29 634	4 648	1 101	782
562	Women's ready-to-wear stores -----	90	26 197	3 987	934	692
565	Family clothing stores -----	33	18 234	2 320	550	366
566	Shoe stores -----	56	11 712	1 957	455	257
564, 9	Other apparel and accessory stores -----	33	2 750	291	77	52
57	Furniture, home furnishings, and equipment stores -----	273	57 261	8 985	2 137	1 058
5712	Furniture stores -----	61	19 365	3 407	773	387
5713, 4, 9	Home furnishings stores -----	108	14 091	2 117	529	260
572, 3	Household appliance, radio, television, and music stores -----	104	23 805	3 461	835	411
58	Eating and drinking places -----	780	139 110	33 816	7 775	7 915
5812	Eating places -----	637	125 437	30 908	7 041	7 181
5813	Drinking places (alcoholic beverages) -----	143	13 673	2 908	734	734
591	Drug and proprietary stores -----	103	38 969	5 634	1 395	955
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	930	144 497	16 724	4 006	2 077
592	Liquor stores -----	219	28 708	1 553	389	253
594	Miscellaneous shopping goods stores -----	304	36 926	5 242	1 213	838
5992	Florists -----	53	3 942	768	184	130

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>New Haven</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>236</b>	<b>90 853</b>	<b>15 851</b>	<b>3 956</b>	<b>3 307</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>8</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	<b>17</b>	<b>3 108</b>	<b>506</b>	<b>124</b>	<b>114</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>5</b>	<b>542</b>	<b>54</b>	<b>15</b>	<b>15</b>
56	<b>Apparel and accessory stores -----</b>	<b>73</b>	<b>21 448</b>	<b>3 774</b>	<b>942</b>	<b>757</b>
561	Men's and boys' clothing and furnishings stores -----	17	3 152	641	154	87
562, 3, 8	Women's clothing and specialty stores and furriers -----	33	12 127	2 013	493	451
562	Women's ready-to-wear stores -----	21	10 195	1 533	378	366
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	17	3 802	693	174	133
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>24</b>	<b>9 948</b>	<b>1 912</b>	<b>456</b>	<b>282</b>
5712	Furniture stores -----	4	4 110	814	196	123
5713, 4, 9	Home furnishings stores -----	9	1 631	290	61	44
572, 3	Household appliance, radio, television, and music stores -----	11	4 207	808	199	115
58	<b>Eating and drinking places -----</b>	<b>41</b>	<b>4 132</b>	<b>1 064</b>	<b>257</b>	<b>296</b>
5812	Eating places -----	30	3 271	862	203	212
5813	Drinking places (alcoholic beverages) -----	11	861	202	54	84
591	<b>Drug and proprietary stores -----</b>	<b>6</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>56</b>	<b>7 819</b>	<b>1 402</b>	<b>375</b>	<b>252</b>
592	Liquor stores -----	8	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	28	5 249	1 053	268	190
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 6. **Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>New Haven</b>			
	Retail stores <sup>2</sup> -----	7.9	(D)	35.2
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NC)	(D)	-0.1
525	Hardware stores -----	-	89.9	18.9
52 ex. 525	Other -----	(NC)	(D)	-2.6
53	General merchandise group stores -----	5.6	(D)	24.4
531	Department stores <sup>3</sup> -----	6.0	9.2	34.1
533	Variety stores -----	45.0	(D)	-55.5
539	Miscellaneous general merchandise stores -----	-41.8	(D)	-2.8
54	Food stores <sup>4</sup> -----	-41.0	32.9	40.2
541	Grocery stores -----	(NA)	33.8	40.3
55 ex. 554	Automotive dealers -----	48.7	-8.4	38.6
554	Gasoline service stations -----	39.9	50.9	52.5
56	Apparel and accessory stores -----	1.5	-11.4	10.7
561	Men's and boys' clothing and furnishings stores -----	-68.2	(D)	15.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	-5.1	-29.0	-10.3
562	Women's ready-to-wear stores -----	-8.6	(D)	-12.1
565	Family clothing stores -----	-19.5	-31.6	86.2
566	Shoe stores -----	17.5	10.6	26.3
564, 9	Other apparel and accessory stores -----	-5.1	(D)	-44.8
57	Furniture, home furnishings, and equipment stores -----	-10.0	-4.1	14.9
5712	Furniture stores -----	-20.0	-26.5	4.7
5713, 4, 9	Home furnishings stores -----	(NC)	10.0	37.5
572, 3	Household appliance, radio, television, and music stores -----	12.1	8.0	12.9
58	Eating and drinking places -----	96.5	40.4	66.5
5812	Eating places -----	(NC)	41.0	70.5
5813	Drinking places (alcoholic beverages) -----	-46.7	37.0	36.9
591	Drug and proprietary stores -----	(D)	-3.5	19.6
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	32.5	(D)	43.7
592	Liquor stores -----	(D)	5.5	13.9
594	Miscellaneous shopping goods stores -----	(D)	10.3	42.0
5992	Florists -----	31.7	(D)	23.8

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>New Haven</b>					
	Retail stores <sup>1</sup> -----	(D)	7.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers-----	(D)	(D)	(D)	1.3	3.2
525	Hardware stores-----	(D)	-	-	0.5	0.5
52 ex. 525	Other-----	(D)	(D)	(D)	(D)	2.7
53	General merchandise group stores-----	(D)	(D)	(D)	(D)	13.4
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	12.5
533	Variety stores-----	(D)	(D)	(D)	(D)	0.4
539	Miscellaneous general merchandise stores-----	(D)	(D)	(D)	(D)	0.4
54	Food stores <sup>3</sup> -----	2.6	0.6	1.9	(D)	24.5
541	Grocery stores-----	(D)	(D)	(D)	(D)	22.2
55 ex. 554	Automotive dealers-----	(D)	(D)	(D)	(D)	15.6
554	Gasoline service stations-----	3.3	0.7	0.8	(D)	8.0
56	Apparel and accessory stores-----	61.7	26.8	22.2	(D)	6.2
561	Men's and boys' clothing and furnishings stores-----	(D)	20.3	3.9	2.6	1.5
562, 3, 8	Women's clothing and specialty stores and furriers-----	69.9	38.8	11.7	(D)	2.3
562	Women's ready-to-wear stores-----	(D)	35.6	9.5	3.8	2.0
565	Family clothing stores-----	(D)	(D)	(D)	(D)	1.4
566	Shoe stores-----	(D)	38.1	4.6	1.7	0.9
564, 9	Other apparel and accessory stores-----	(D)	(D)	(D)	(D)	0.2
57	Furniture, home furnishings, and equipment stores-----	38.9	15.6	9.1	(D)	4.4
5712	Furniture stores-----	51.6	17.0	3.4	(D)	1.5
5713, 4, 9	Home furnishings stores-----	20.2	6.8	1.0	(D)	1.1
572, 3	Household appliance, radio, television, and music stores-----	39.6	19.8	4.8	(D)	1.8
58	Eating and drinking places-----	19.8	5.8	8.3	(D)	10.7
5812	Eating places-----	21.9	6.1	7.8	(D)	9.6
5813	Drinking places (alcoholic beverages)-----	7.5	3.4	0.5	(D)	1.0
591	Drug and proprietary stores-----	(D)	8.8	3.5	3.5	3.0
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	7.2	10.6	14.4	11.1
592	Liquor stores-----	10.1	3.2	1.0	(D)	2.2
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	(D)	2.8
5992	Florists-----	(D)	(D)	(D)	(D)	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

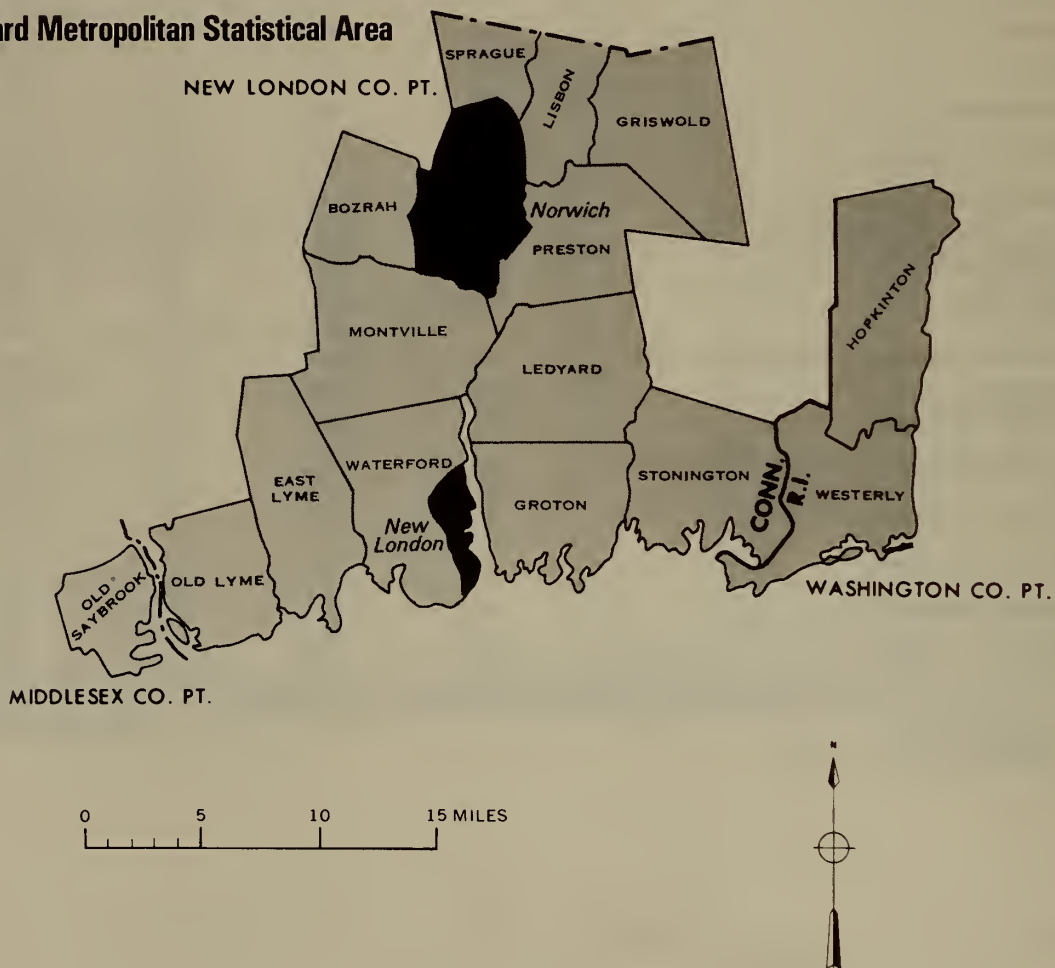
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



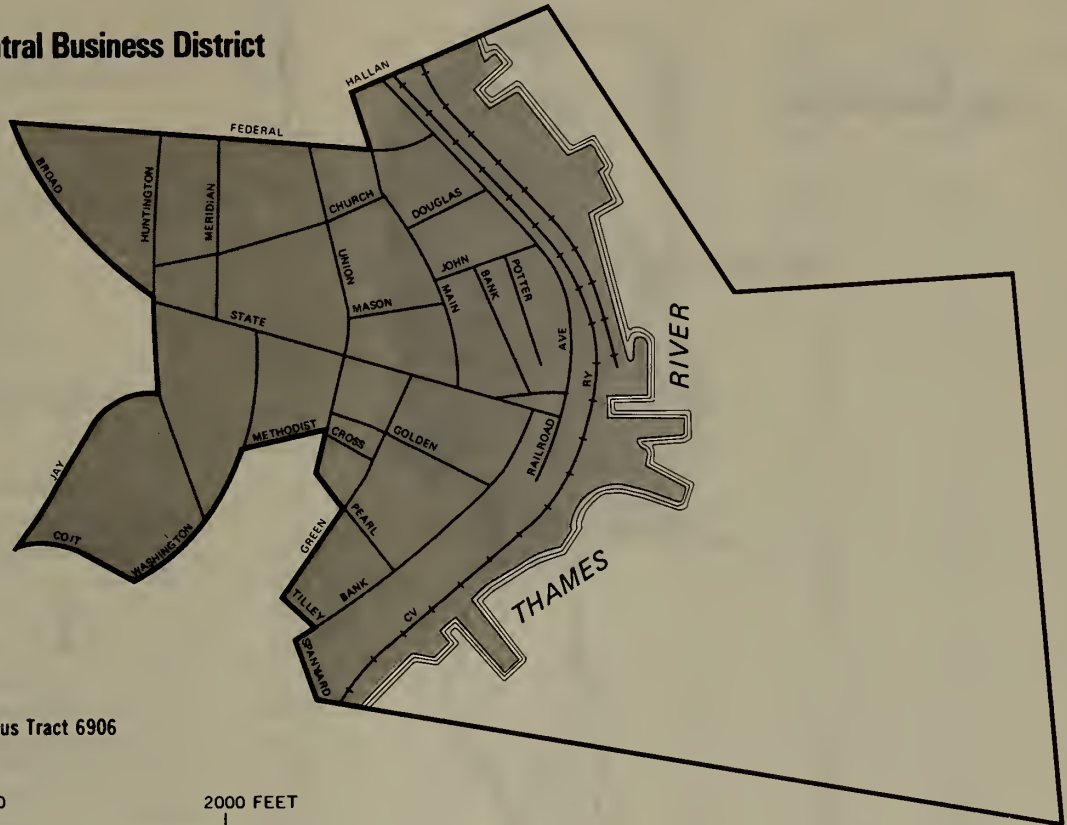
## NEW LONDON—NORWICH

## Standard Metropolitan Statistical Area

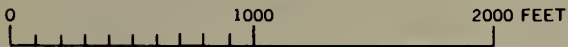


# NEW LONDON—NORWICH

## New London Central Business District



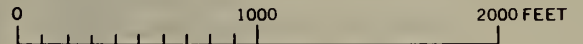
Comprising Census Tract 6906



## Norwich Central Business District



Comprising Census Tract 6969



NEW LONDON-NORWICH

Major Retail Centers



NEW LONDON CO.

- Central Business Districts
- ① ① Major Retail Centers (boundary descriptions are in appendix E)
- Central Cities

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers	
			New London	Norwich	New London	Norwich	No. 1	No. 2
	<b>Retail stores:<sup>1 2</sup></b>							
	Number .....	2 333	334	393	95	74	31	75
	Sales (\$1,000) .....	867 382	154 576	172 266	19 692	13 556	19 920	32 126
	Payroll entire year (\$1,000) .....	103 784	(D)	18 835	3 240	2 505	2 584	3 646
	Paid employees for week including March 12 ---	15 822	(D)	2 953	499	460	480	564
54, 58, 591	<b>Convenience goods stores:</b>							
	Number .....	805	128	126	25	20	8	17
	Sales (\$1,000) .....	296 926	31 067	57 719	4 184	2 819	1 900	10 522
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>							
	Number .....	680	103	111	50	40	20	41
	Sales (\$1,000) .....	208 943	56 180	42 691	11 316	9 442	17 371	17 015
52, 55, 59, ex. 591, 4, 8	<b>All other stores:</b>							
	Number .....	848	103	156	20	14	3	17
	Sales (\$1,000) .....	361 513	67 329	71 856	4 192	1 295	649	4 589
	<b>Number of Establishments</b>							
	<b>Retail stores<sup>1 2</sup> .....</b>	<b>2 333</b>	<b>334</b>	<b>393</b>	<b>95</b>	<b>74</b>	<b>31</b>	<b>75</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers .....</b>	<b>102</b>	<b>12</b>	<b>15</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>
525	Hardware stores .....	24	5	3	1	1	-	1
52 ex. 525	Other .....	78	7	12	-	2	1	2
53	<b>General merchandise group stores .....</b>	<b>55</b>	<b>7</b>	<b>12</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>4</b>
531	Department stores <sup>4</sup> .....	17	4	4	-	-	2	1
533	Variety stores .....	16	1	3	-	1	-	1
539	Miscellaneous general merchandise stores .....	22	2	5	2	2	-	2
54	<b>Food stores<sup>5</sup> .....</b>	<b>260</b>	<b>34</b>	<b>39</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>
541	Grocery stores .....	169	19	25	1	1	1	2
55 ex. 554	<b>Automotive dealers .....</b>	<b>143</b>	<b>22</b>	<b>23</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>3</b>
554	<b>Gasoline service stations .....</b>	<b>206</b>	<b>18</b>	<b>33</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>5</b>
56	<b>Apparel and accessory stores .....</b>	<b>182</b>	<b>30</b>	<b>32</b>	<b>20</b>	<b>15</b>	<b>9</b>	<b>14</b>
561	Men's and boys' clothing and furnishings stores ..	38	8	8	7	6	1	3
562, 3, 8	Women's clothing and specialty stores and furriers .....	78	11	12	8	6	4	5
562	Women's ready-to-wear stores .....	64	8	10	6	5	3	3
565	Family clothing stores .....	21	1	3	-	-	-	2
566	Shoe stores .....	21	5	7	3	3	3	3
564, 9	Other apparel and accessory stores .....	24	5	2	2	-	1	1
57	<b>Furniture, home furnishings, and equipment stores .....</b>	<b>181</b>	<b>35</b>	<b>32</b>	<b>13</b>	<b>8</b>	<b>4</b>	<b>11</b>
5712	Furniture stores .....	40	10	6	5	3	1	3
5713, 4, 9	Home furnishings stores .....	48	10	8	2	1	1	2
572, 3	Household appliance, radio, television, and music stores .....	93	15	18	6	4	2	6
58	<b>Eating and drinking places .....</b>	<b>482</b>	<b>82</b>	<b>75</b>	<b>18</b>	<b>15</b>	<b>4</b>	<b>10</b>
5812	Eating places .....	381	59	57	11	10	4	7
5813	Drinking places (alcoholic beverages) .....	101	23	18	7	5	-	3
591	<b>Drug and proprietary stores .....</b>	<b>83</b>	<b>12</b>	<b>12</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> .....</b>	<b>659</b>	<b>82</b>	<b>120</b>	<b>31</b>	<b>24</b>	<b>6</b>	<b>18</b>
592	Liquor stores .....	139	23	33	5	4	-	2
594	Miscellaneous shopping goods stores .....	262	31	35	15	14	5	12
5992	Florists .....	40	7	9	2	2	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because there were no major retail centers or central business districts with 100 retail establishments or more in 1977



Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>New London</b>						
	Retail stores <sup>2</sup> -----	334	154 576	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	12	5 496	(D)	(D)	(D)
525	Hardware stores -----	5	979	(D)	(D)	(D)
52 ex. 525	Other -----	7	4 517	735	167	56
53	General merchandise group stores -----	7	35 129	5 307	1 207	748
531	Department stores <sup>3</sup> -----	4	33 577	5 082	1 157	710
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	34	15 952	1 611	366	249
541	Grocery stores -----	19	13 776	1 216	283	179
55 ex. 554	Automotive dealers -----	22	44 959	(D)	(D)	(D)
554	Gasoline service stations -----	18	5 260	434	108	74
56	Apparel and accessory stores -----	30	6 957	1 032	264	162
561	Men's and boys' clothing and furnishings stores -----	8	2 531	327	77	31
562. 3. 8	Women's clothing and specialty stores and furriers -----	11	2 967	514	135	99
562	Women's ready-to-wear stores -----	8	2 784	488	128	88
565	Family clothing stores -----	1	(D)	-	-	-
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564. 9	Other apparel and accessory stores -----	5	422	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	35	8 372	1 395	369	162
5712	Furniture stores -----	10	2 976	609	162	70
5713. 4. 9	Home furnishings stores -----	10	1 165	270	82	30
572. 3	Household appliance, radio, television, and music stores -----	15	4 231	516	125	62
58	Eating and drinking places -----	82	11 409	3 013	622	657
5812	Eating places -----	59	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	23	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	12	3 706	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	82	17 336	(D)	(D)	(D)
592	Liquor stores -----	23	2 053	141	41	32
594	Miscellaneous shopping goods stores -----	31	5 722	920	203	127
5992	Florists -----	7	578	148	35	24

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Norwich</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>393</b>	<b>172 266</b>	<b>18 835</b>	<b>4 496</b>	<b>2 953</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>15</b>	<b>4 382</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	3	1 469	267	72	36
52 ex. 525	Other -----	12	2 913	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>12</b>	<b>22 353</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	4	20 520	1 958	526	372
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>39</b>	<b>43 609</b>	<b>3 626</b>	<b>889</b>	<b>616</b>
541	Grocery stores -----	25	41 807	3 200	794	510
55 ex. 554	<b>Automotive dealers -----</b>	<b>23</b>	<b>44 476</b>	<b>4 439</b>	<b>1 024</b>	<b>376</b>
554	<b>Gasoline service stations -----</b>	<b>33</b>	<b>12 662</b>	<b>645</b>	<b>178</b>	<b>128</b>
56	<b>Apparel and accessory stores -----</b>	<b>32</b>	<b>6 389</b>	<b>1 032</b>	<b>267</b>	<b>176</b>
561	Men's and boys' clothing and furnishings stores -----	8	1 970	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	2 475	476	109	92
562	Women's ready-to-wear stores -----	10	2 336	462	105	88
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 420	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>32</b>	<b>8 828</b>	<b>1 389</b>	<b>274</b>	<b>147</b>
5712	Furniture stores -----	6	4 191	738	124	67
5713, 4, 9	Home furnishings stores -----	8	1 054	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	18	3 583	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>75</b>	<b>10 053</b>	<b>2 196</b>	<b>508</b>	<b>640</b>
5812	Eating places -----	57	8 572	1 907	429	561
5813	Drinking places (alcoholic beverages) -----	18	1 481	289	79	79
591	<b>Drug and proprietary stores -----</b>	<b>12</b>	<b>4 057</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>120</b>	<b>15 457</b>	<b>1 812</b>	<b>430</b>	<b>274</b>
592	Liquor stores -----	33	3 671	176	50	42
594	Miscellaneous shopping goods stores -----	35	5 121	783	168	121
5992	Florists -----	9	708	107	28	33

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>New London-Norwich, Conn.-R.I., SMSA</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>2 333</b>	<b>867 382</b>	<b>103 784</b>	<b>24 353</b>	<b>15 822</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>102</b>	<b>38 805</b>	<b>5 105</b>	<b>1 126</b>	<b>540</b>
525	Hardware stores -----	24	5 459	781	187	106
52 ex. 525	Other -----	78	33 346	4 324	939	434
53	<b>General merchandise group stores -----</b>	<b>55</b>	<b>109 972</b>	<b>13 333</b>	<b>3 156</b>	<b>2 181</b>
531	Department stores <sup>3</sup> -----	17	94 899	11 668	2 777	1 863
533	Variety stores -----	16	3 046	515	115	107
539	Miscellaneous general merchandise stores -----	22	12 027	1 150	264	211
54	<b>Food stores<sup>4</sup> -----</b>	<b>260</b>	<b>197 715</b>	<b>17 553</b>	<b>4 186</b>	<b>2 898</b>
541	Grocery stores -----	169	184 955	15 062	3 630	2 397
55 ex. 554	<b>Automotive dealers -----</b>	<b>143</b>	<b>175 239</b>	<b>19 198</b>	<b>4 556</b>	<b>1 587</b>
554	<b>Gasoline service stations -----</b>	<b>206</b>	<b>69 867</b>	<b>4 371</b>	<b>1 117</b>	<b>796</b>
56	<b>Apparel and accessory stores -----</b>	<b>182</b>	<b>33 645</b>	<b>4 840</b>	<b>1 176</b>	<b>828</b>
561	Men's and boys' clothing and furnishings stores -----	38	8 734	1 266	325	167
562, 3, 8	Women's clothing and specialty stores and furriers -----	78	14 505	2 370	560	451
562	Women's ready-to-wear stores -----	64	(D)	2 194	519	405
565	Family clothing stores -----	21	3 734	305	83	66
566	Shoe stores -----	21	(D)	594	134	85
564, 9	Other apparel and accessory stores -----	24	(D)	305	74	59
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>181</b>	<b>37 514</b>	<b>5 598</b>	<b>1 280</b>	<b>640</b>
5712	Furniture stores -----	40	13 519	2 342	513	256
5713, 4, 9	Home furnishings stores -----	48	5 725	971	238	109
572, 3	Household appliance, radio, television, and music stores -----	93	18 270	2 285	529	275
58	<b>Eating and drinking places -----</b>	<b>482</b>	<b>73 182</b>	<b>17 561</b>	<b>3 855</b>	<b>4 211</b>
5812	Eating places -----	381	62 200	15 189	3 300	3 661
5813	Drinking places (alcoholic beverages) -----	101	10 982	2 372	555	550
591	<b>Drug and proprietary stores -----</b>	<b>63</b>	<b>26 029</b>	<b>3 718</b>	<b>903</b>	<b>584</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>659</b>	<b>105 414</b>	<b>12 507</b>	<b>2 998</b>	<b>1 557</b>
592	Liquor stores -----	139	22 004	1 373	317	244
594	Miscellaneous shopping goods stores -----	262	27 812	3 764	860	579
5992	Florists -----	40	3 418	750	174	130

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>New London</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>110</b>	<b>18 650</b>	<b>3 015</b>	<b>742</b>	<b>850</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>5</b>	<b>1 213</b>	<b>234</b>	<b>54</b>	<b>72</b>
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	<b>8</b>	<b>1 863</b>	<b>223</b>	<b>51</b>	<b>33</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>28</b>	<b>4 080</b>	<b>836</b>	<b>160</b>	<b>141</b>
561	Men's and boys' clothing and furnishings stores -----	8	1 383	208	59	31
562, 3, 8	Women's clothing and specialty stores and furriers -----	8	1 639	255	59	72
562	Women's ready-to-wear stores -----	6	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	618	99	25	20
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>13</b>	<b>2 734</b>	<b>379</b>	<b>97</b>	<b>78</b>
5712	Furniture stores -----	5	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	1 416	104	24	28
58	<b>Eating and drinking places -----</b>	<b>17</b>	<b>1 595</b>	<b>406</b>	<b>98</b>	<b>125</b>
5812	Eating places -----	8	844	253	62	82
5813	Drinking places (alcoholic beverages) -----	9	751	153	36	43
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>1 080</b>	<b>162</b>	<b>43</b>	<b>34</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>31</b>	<b>3 866</b>	<b>667</b>	<b>168</b>	<b>126</b>
592	Liquor stores -----	3	199	17	4	2
594	Miscellaneous shopping goods stores -----	15	2 590	493	122	82
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the New London-Norwich SMSA in 1977

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the New London-Norwich SMSA in 1977



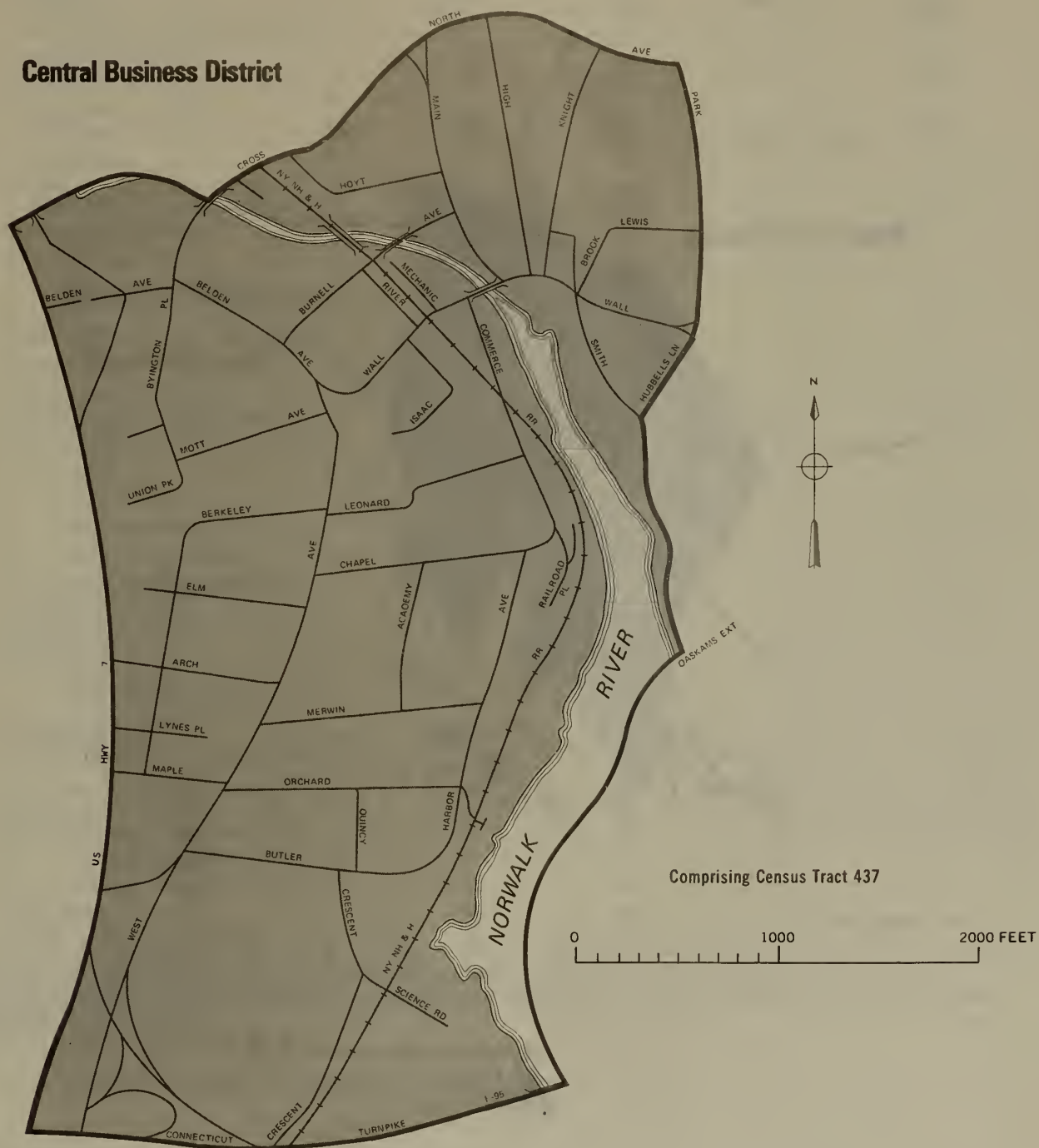
# NORWALK

## Standard Metropolitan Statistical Area

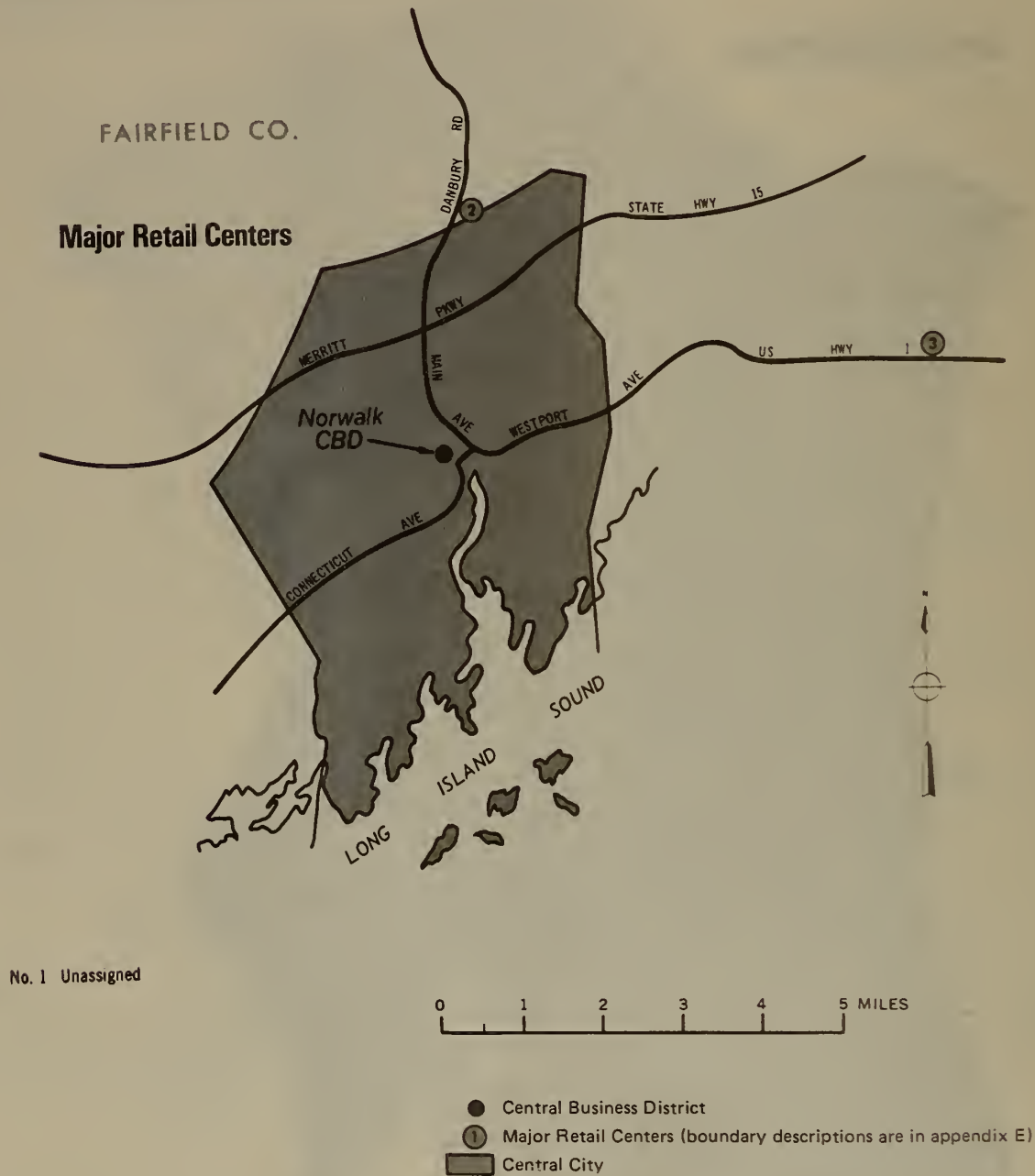


# NORWALK

## Central Business District



# NORWALK



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

(For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps)

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 2	No. 3
	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	1 332	701	138	58	52
	Sales (\$1,000) -----	569 193	(D)	69 672	40 008	29 055
	Payroll entire year (\$1,000) -----	68 450	(D)	7 852	4 555	3 555
	Paid employees for week including March 12 ---	9 126	(D)	1 014	684	521
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	392	237	30	15	11
	Sales (\$1,000) -----	(D)	105 143	21 695	10 000	15 144
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	423	175	57	28	24
	Sales (\$1,000) -----	147 917	(D)	28 499	21 799	11 140
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	517	289	51	15	17
	Sales (\$1,000) -----	(D)	120 575	19 478	8 209	2 771
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 332</b>	<b>701</b>	<b>138</b>	<b>58</b>	<b>52</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>60</b>	<b>32</b>	<b>8</b>	<b>3</b>	<b>4</b>
525	Hardware stores -----	24	14	2	2	-
52 ex. 525	Other -----	36	18	6	1	4
53	<b>General merchandise group stores -----</b>	<b>32</b>	<b>23</b>	<b>7</b>	<b>2</b>	<b>1</b>
531	Department stores <sup>4</sup> -----	4	3	1	1	1
533	Variety stores -----	18	14	5	1	-
539	Miscellaneous general merchandise stores -----	10	6	1	-	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>136</b>	<b>90</b>	<b>10</b>	<b>9</b>	<b>5</b>
541	Grocery stores -----	90	58	6	3	3
55 ex. 554	<b>Automotive dealers -----</b>	<b>84</b>	<b>54</b>	<b>7</b>	<b>-</b>	<b>3</b>
554	<b>Gasoline service stations -----</b>	<b>109</b>	<b>66</b>	<b>6</b>	<b>2</b>	<b>4</b>
56	<b>Apparel and accessory stores -----</b>	<b>116</b>	<b>39</b>	<b>22</b>	<b>10</b>	<b>5</b>
561	Men's and boys' clothing and furnishings stores --	25	11	7	2	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	46	11	6	4	-
562	Women's ready-to-wear stores -----	42	11	6	4	-
565	Family clothing stores -----	11	4	-	-	1
566	Shoe stores -----	22	8	5	3	3
564, 9	Other apparel and accessory stores -----	12	5	4	1	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>132</b>	<b>69</b>	<b>14</b>	<b>9</b>	<b>13</b>
5712	Furniture stores -----	44	26	4	4	6
5713, 4, 9	Home furnishings stores -----	41	19	1	3	2
572, 3	Household appliance, radio, television, and music stores -----	47	24	9	2	5
58	<b>Eating and drinking places -----</b>	<b>233</b>	<b>138</b>	<b>19</b>	<b>5</b>	<b>5</b>
5812	Eating places -----	199	118	16	5	4
5813	Drinking places (alcoholic beverages) -----	34	20	3	-	1
591	<b>Drug and proprietary stores -----</b>	<b>23</b>	<b>9</b>	<b>1</b>	<b>1</b>	<b>1</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>407</b>	<b>181</b>	<b>44</b>	<b>17</b>	<b>11</b>
592	Liquor stores -----	74	49	11	1	2
594	Miscellaneous shopping goods stores -----	143	44	14	7	5
5992	Florists -----	20	13	4	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 2. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Norwalk CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>138</b>	<b>69 672</b>	<b>7 852</b>	<b>1 883</b>	<b>1 014</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	1 015	144	31	16
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	6	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>7</b>	<b>8 905</b>	<b>1 042</b>	<b>238</b>	<b>157</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>10</b>	<b>19 192</b>	<b>1 834</b>	<b>448</b>	<b>193</b>
541	Grocery stores -----	6	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>7</b>	<b>12 585</b>	<b>1 004</b>	<b>231</b>	<b>101</b>
554	<b>Gasoline service stations -----</b>	<b>6</b>	<b>2 371</b>	<b>371</b>	<b>97</b>	<b>36</b>
56	<b>Apparel and accessory stores -----</b>	<b>22</b>	<b>12 936</b>	<b>1 382</b>	<b>360</b>	<b>206</b>
561	Men's and boys' clothing and furnishings stores -----	7	5 120	355	97	56
562, 3, 8	Women's clothing and specialty stores and furriers -----	6	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	6	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	5	2 120	434	132	52
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>14</b>	<b>2 976</b>	<b>416</b>	<b>94</b>	<b>49</b>
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	2 154	258	66	34
58	<b>Eating and drinking places -----</b>	<b>19</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	16	1 494	329	79	84
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>44</b>	<b>7 189</b>	<b>1 114</b>	<b>254</b>	<b>132</b>
592	Liquor stores -----	11	1 369	67	16	10
594	Miscellaneous shopping goods stores -----	14	3 682	582	135	70
5992	Florists -----	4	416	71	18	12

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Norwalk</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>701</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>32</b>	<b>15 596</b>	<b>1 896</b>	<b>419</b>	<b>198</b>
525	Hardware stores -----	14	3 455	(D)	(D)	(D)
52 ex. 525	Other -----	18	12 141	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>23</b>	<b>42 007</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	14	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	6	(D)	1 100	243	157
54	<b>Food stores<sup>4</sup> -----</b>	<b>90</b>	<b>76 415</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	58	70 574	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>54</b>	<b>62 509</b>	<b>5 636</b>	<b>1 229</b>	<b>487</b>
554	<b>Gasoline service stations -----</b>	<b>66</b>	<b>22 572</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>39</b>	<b>18 494</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
561	Men's and boys' clothing and furnishings stores -----	11	(D)	610	157	73
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	(D)	607	140	103
562	Women's ready-to-wear stores -----	11	(D)	607	140	103
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	(D)	532	156	66
564, 9	Other apparel and accessory stores -----	5	(D)	80	15	15
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>69</b>	<b>16 959</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5712	Furniture stores -----	26	6 100	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	19	3 636	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	24	7 223	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>138</b>	<b>(D)</b>	<b>6 207</b>	<b>1 463</b>	<b>1 271</b>
5812	Eating places -----	118	22 632	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	20	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>9</b>	<b>(D)</b>	<b>636</b>	<b>151</b>	<b>82</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>181</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	49	(D)	468	118	61
594	Miscellaneous shopping goods stores -----	44	(D)	925	212	135
5992	Florists -----	13	(D)	192	40	30

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Norwalk, Conn., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 332</b>	<b>569 193</b>	<b>68 450</b>	<b>16 070</b>	<b>9 126</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	60	(D)	3 884	848	379
525	Hardware stores -----	24	6 586	(D)	(D)	(D)
52 ex. 525	Other -----	36	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>32</b>	<b>50 473</b>	<b>4 848</b>	<b>1 147</b>	<b>759</b>
531	Department stores <sup>3</sup> -----	4	37 344	3 260	775	487
533	Variety stores -----	18	(D)	364	101	91
539	Miscellaneous general merchandise stores -----	10	(D)	1 224	271	181
54	<b>Food stores<sup>4</sup>-----</b>	<b>136</b>	<b>127 466</b>	<b>11 110</b>	<b>2 692</b>	<b>1 379</b>
541	Grocery stores -----	90	118 626	10 059	2 446	1 213
55 ex. 554	<b>Automotive dealers -----</b>	<b>84</b>	<b>124 964</b>	<b>11 823</b>	<b>2 750</b>	<b>937</b>
554	<b>Gasoline service stations -----</b>	<b>109</b>	<b>37 508</b>	<b>3 224</b>	<b>814</b>	<b>462</b>
56	<b>Apparel and accessory stores -----</b>	<b>116</b>	<b>43 918</b>	<b>5 921</b>	<b>1 431</b>	<b>843</b>
561	Men's and boys' clothing and furnishings stores -----	25	(D)	1 943	450	200
562, 3, 8	Women's clothing and specialty stores and furriers -----	46	16 802	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	42	(D)	2 061	493	363
565	Family clothing stores -----	11	5 091	651	172	95
566	Shoe stores -----	22	6 045	871	233	116
564, 9	Other apparel and accessory stores -----	12	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>132</b>	<b>32 586</b>	<b>4 661</b>	<b>1 138</b>	<b>540</b>
5712	Furniture stores -----	44	11 335	1 640	391	173
5713, 4, 9	Home furnishings stores -----	41	7 391	1 346	332	184
572, 3	Household appliance, radio, television, and music stores -----	47	13 860	1 675	415	183
58	<b>Eating and drinking places-----</b>	<b>233</b>	<b>52 752</b>	<b>13 850</b>	<b>3 093</b>	<b>2 695</b>
5812	Eating places -----	199	45 645	12 125	2 742	2 398
5813	Drinking places (alcoholic beverages) -----	34	7 107	1 725	351	297
591	<b>Drug and proprietary stores -----</b>	<b>23</b>	<b>(D)</b>	<b>1 704</b>	<b>426</b>	<b>231</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>407</b>	<b>59 915</b>	<b>7 425</b>	<b>1 731</b>	<b>901</b>
592	Liquor stores -----	74	13 989	787	198	111
594	Miscellaneous shopping goods stores-----	143	20 940	2 913	688	420
5992	Florists -----	20	2 177	401	78	57

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Norwalk SMSA in 1972



Table 6. **Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Norwalk</b>			
	Retail stores <sup>3</sup> -----	(NA)	(D)	56.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	59.1	(D)
525	Hardware stores -----	(NA)	(D)	(D)
52 ex. 525	Other -----	(NA)	41.2	55.6
53	General merchandise group stores -----	(NA)	50.1	49.9
531	Department stores <sup>4</sup> -----	(NA)	49.1	50.4
533	Variety stores -----	(NA)	-10.5	-13.3
539	Miscellaneous general merchandise stores -----	(NA)	88.8	90.1
54	Food stores <sup>5</sup> -----	(NA)	85.3	72.7
541	Grocery stores -----	(NA)	90.3	76.8
55 ex. 554	Automotive dealers -----	(NA)	63.7	56.1
554	Gasoline service stations -----	(NA)	71.4	69.1
56	Apparel and accessory stores -----	(NA)	55.8	63.1
561	Men's and boys' clothing and furnishings stores -----	(NA)	66.1	97.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	21.3	46.4
562	Women's ready-to-wear stores -----	(NA)	(D)	(D)
565	Family clothing stores -----	(NA)	(NC)	(D)
566	Shoe stores -----	(NA)	(D)	44.4
564, 9	Other apparel and accessory stores -----	(NA)	56.9	(D)
57	Furniture, home furnishings, and equipment stores -----	(NA)	46.3	43.5
5712	Furniture stores -----	(NA)	125.2	(D)
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(D)	61.3
58	Eating and drinking places -----	(NA)	(D)	53.7
5812	Eating places -----	(NA)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	(NA)	78.9	(D)
591	Drug and proprietary stores -----	(NA)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	34.4
592	Liquor stores -----	(NA)	(D)	28.7
594	Miscellaneous shopping goods stores -----	(NA)	(D)	20.5
5992	Florists -----	(NA)	60.9	60.7

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Norwalk</b>					
	<b>Retail stores<sup>1</sup> -----</b>	<b>(D)</b>	<b>12.2</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>6.5</b>	<b>(D)</b>	<b>1.5</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	(D)	(D)	(D)	(D)	1.2
52 ex. 525	Other -----	(D)	4.0	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>21.2</b>	<b>17.6</b>	<b>12.8</b>	<b>(D)</b>	<b>8.9</b>
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	10.0	6.6
533	Variety stores -----	41.9	31.1	(D)	0.7	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	2.8	(D)
54	<b>Food stores<sup>3</sup> -----</b>	<b>25.1</b>	<b>15.1</b>	<b>27.5</b>	<b>(D)</b>	<b>22.4</b>
541	Grocery stores -----	(D)	(D)	(D)	(D)	20.8
55 ex. 554	<b>Automotive dealers -----</b>	<b>20.1</b>	<b>10.1</b>	<b>18.1</b>	<b>(D)</b>	<b>22.0</b>
554	<b>Gasoline service stations -----</b>	<b>10.5</b>	<b>6.3</b>	<b>3.4</b>	<b>(D)</b>	<b>6.6</b>
58	<b>Apparel and accessory stores -----</b>	<b>69.9</b>	<b>29.5</b>	<b>18.6</b>	<b>(D)</b>	<b>7.7</b>
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	7.3	2.0	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	91.0	(D)	(D)	1.8	3.0
562	Women's ready-to-wear stores -----	90.9	31.8	(D)	1.8	(D)
565	Family clothing stores -----	(D)	-	-	0.9	0.9
566	Shoe stores -----	(D)	35.1	3.0	1.0	1.1
564, 9	Other apparel and accessory stores -----	90.4	28.3	(D)	0.2	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>17.5</b>	<b>9.1</b>	<b>4.3</b>	<b>(D)</b>	<b>5.7</b>
5712	Furniture stores -----	(D)	(D)	(D)	(D)	2.0
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	(D)	1.3
572, 3	Household appliance, radio, television, and music stores -----	29.8	15.5	3.1	(D)	2.4
58	<b>Eating and drinking places -----</b>	<b>7.9</b>	<b>(D)</b>	<b>(D)</b>	<b>8.3</b>	<b>9.3</b>
5812	Eating places -----	6.6	3.3	2.1	(D)	8.0
5813	Drinking places (alcoholic beverages) -----	17.9	(D)	(D)	1.0	1.2
591	<b>Drug and proprietary stores -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>1.0</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>(D)</b>	<b>12.0</b>	<b>10.3</b>	<b>8.8</b>	<b>10.5</b>
592	Liquor stores -----	(D)	9.8	2.0	2.7	2.5
594	Miscellaneous shopping goods stores -----	(D)	17.6	5.3	2.4	3.7
5992	Florists -----	(D)	19.1	0.6	0.4	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

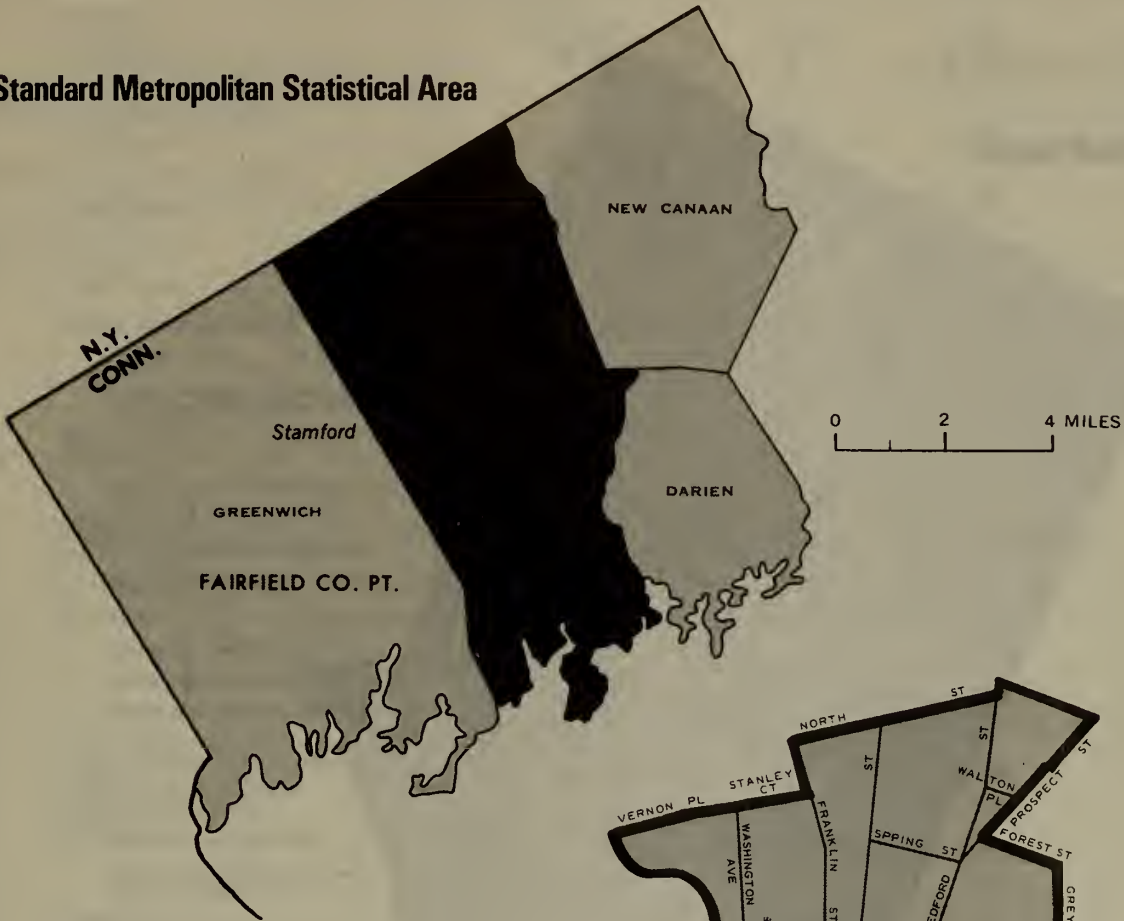
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# STAMFORD

## Standard Metropolitan Statistical Area



## Central Business District

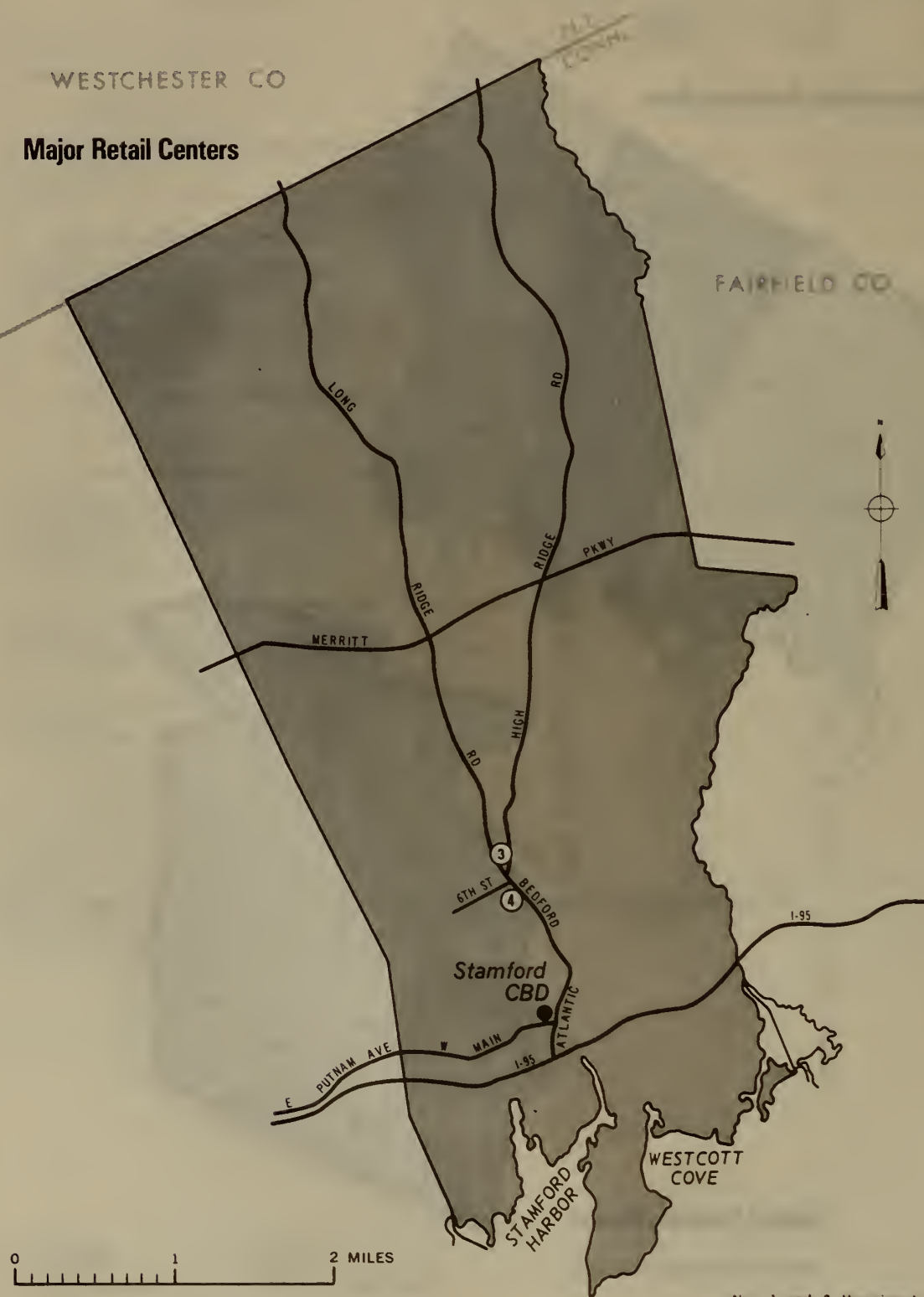
Comprising Census Tract 201

## STAMFORD

WESTCHESTER CO

## Major Retail Centers

FAIRFIELD CO



Nos. 1 and 2 Unassigned

- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- Central City



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 3	No. 4
54, 58, 591	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	1 897	926	167	25	79
	Sales (\$1,000) -----	839 539	(D)	76 946	22 264	40 742
	Payroll entire year (\$1,000) -----	107 855	51 103	11 129	2 975	4 415
	Paid employees for week including March 12 ---	13 425	6 532	1 569	446	632
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	577	312	42	10	12
	Sales (\$1,000) -----	(D)	127 307	7 620	5 748	9 669
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	639	303	82	9	53
	Sales (\$1,000) -----	222 827	132 600	58 388	14 984	28 456
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	681	311	43	6	14
	Sales (\$1,000) -----	(D)	(D)	10 938	1 532	2 617
<b>Number of Establishments</b>						
52	<b>Retail stores<sup>1 2</sup></b> -----	1 897	926	167	25	79
	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	82	37	2	3	1
525	Hardware stores -----	22	12	1	-	-
52 ex. 525	Other -----	60	25	1	3	1
53	<b>General merchandise group stores</b> -----	53	35	8	3	2
531	Department stores <sup>4</sup> -----	6	5	2	1	1
533	Variety stores -----	32	22	3	2	-
539	Miscellaneous general merchandise stores -----	15	8	3	-	1
54	<b>Food stores<sup>5</sup></b> -----	213	111	11	5	5
541	Grocery stores -----	124	69	7	2	3
55 ex. 554	<b>Automotive dealers</b> -----	85	38	5	-	-
554	<b>Gasoline service stations</b> -----	151	77	8	1	5
56	<b>Apparel and accessory stores</b> -----	197	84	36	2	23
561	Men's and boys' clothing and furnishings stores --	34	21	13	-	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	89	33	13	-	10
562	Women's ready-to-wear stores -----	67	24	7	-	7
565	Family clothing stores -----	18	5	1	-	1
566	Shoe stores -----	28	14	7	1	5
564, 9	Other apparel and accessory stores -----	28	11	2	1	5
57	<b>Furniture, home furnishings, and equipment stores</b> -----	168	89	18	4	7
5712	Furniture stores -----	44	23	4	-	2
5713, 4, 9	Home furnishings stores -----	60	32	6	-	2
572, 3	Household appliance, radio, television, and music stores -----	64	34	8	4	3
58	<b>Eating and drinking places</b> -----	316	181	28	4	6
5812	Eating places -----	279	154	19	4	6
5813	Drinking places (alcoholic beverages) -----	37	27	9	-	-
591	<b>Drug and proprietary stores</b> -----	48	20	3	1	1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	584	254	48	2	29
592	Liquor stores -----	129	67	8	1	3
594	Miscellaneous shopping goods stores -----	221	95	20	-	21
5992	Florists -----	40	17	3	-	3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Stamford CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>167</b>	<b>76 946</b>	<b>11 129</b>	<b>2 623</b>	<b>1 569</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>8</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>11</b>	<b>2 378</b>	<b>281</b>	<b>81</b>	<b>35</b>
541	Grocery stores -----	7	2 071	214	61	24
55 ex. 554	<b>Automotive dealers -----</b>	<b>5</b>	<b>4 969</b>	<b>483</b>	<b>111</b>	<b>45</b>
554	<b>Gasoline service stations -----</b>	<b>8</b>	<b>1 854</b>	<b>148</b>	<b>37</b>	<b>19</b>
56	<b>Apparel and accessory stores -----</b>	<b>36</b>	<b>9 277</b>	<b>1 627</b>	<b>389</b>	<b>206</b>
561	Men's and boys' clothing and furnishings stores -----	13	4 104	758	191	78
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	3 445	563	129	88
562	Women's ready-to-wear stores -----	7	2 387	387	87	62
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 129	168	40	23
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>18</b>	<b>3 938</b>	<b>609</b>	<b>147</b>	<b>70</b>
5712	Furniture stores -----	4	1 139	186	41	18
5713, 4, 9	Home furnishings stores -----	6	1 138	232	58	27
572, 3	Household appliance, radio, television, and music stores -----	8	1 661	191	48	25
58	<b>Eating and drinking places -----</b>	<b>28</b>	<b>4 471</b>	<b>978</b>	<b>229</b>	<b>201</b>
5812	Eating places -----	19	3 203	701	163	153
5813	Drinking places (alcoholic beverages) -----	9	1 268	277	66	48
591	<b>Drug and proprietary stores -----</b>	<b>3</b>	<b>771</b>	<b>166</b>	<b>46</b>	<b>25</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>48</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	8	650	33	10	7
594	Miscellaneous shopping goods stores -----	20	(D)	(D)	(D)	(D)
5992	Florists -----	3	488	122	27	16

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Stamford</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>926</b>	<b>(D)</b>	<b>51 103</b>	<b>12 344</b>	<b>6 532</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>37</b>	<b>13 605</b>	<b>2 136</b>	<b>508</b>	<b>199</b>
525	Hardware stores -----	12	(D)	675	178	63
52 ex. 525	Other -----	25	(D)	1 461	330	136
53	<b>General merchandise group stores -----</b>	<b>35</b>	<b>72 304</b>	<b>9 101</b>	<b>2 104</b>	<b>1 414</b>
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	22	7 279	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	8	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>111</b>	<b>86 677</b>	<b>9 236</b>	<b>2 255</b>	<b>1 031</b>
541	Grocery stores -----	69	79 778	8 165	2 026	847
55 ex. 554	<b>Automotive dealers -----</b>	<b>38</b>	<b>60 222</b>	<b>6 075</b>	<b>1 324</b>	<b>425</b>
554	<b>Gasoline service stations -----</b>	<b>77</b>	<b>24 304</b>	<b>2 054</b>	<b>537</b>	<b>286</b>
56	<b>Apparel and accessory stores -----</b>	<b>84</b>	<b>22 767</b>	<b>3 340</b>	<b>815</b>	<b>510</b>
561	Men's and boys' clothing and furnishings stores -----	21	(D)	869	222	95
562, 3, 8	Women's clothing and specialty stores and furriers -----	33	7 918	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	24	(D)	896	209	154
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	14	2 502	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	11	1 062	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>89</b>	<b>25 573</b>	<b>3 534</b>	<b>894</b>	<b>362</b>
5712	Furniture stores -----	23	6 941	1 020	281	112
5713, 4, 9	Home furnishings stores -----	32	7 052	1 251	295	115
572, 3	Household appliance, radio, television, and music stores -----	34	11 580	1 263	318	135
58	<b>Eating and drinking places -----</b>	<b>181</b>	<b>28 978</b>	<b>7 368</b>	<b>1 759</b>	<b>1 423</b>
5812	Eating places -----	154	26 274	6 815	1 622	1 320
5813	Drinking places (alcoholic beverages) -----	27	2 704	553	137	103
591	<b>Drug and proprietary stores -----</b>	<b>20</b>	<b>11 652</b>	<b>1 809</b>	<b>444</b>	<b>221</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>254</b>	<b>(D)</b>	<b>6 450</b>	<b>1 704</b>	<b>661</b>
592	Liquor stores -----	67	10 083	449	108	70
594	Miscellaneous shopping goods stores -----	95	11 956	1 623	398	254
5992	Florists -----	17	1 214	203	49	35

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Stamford, Conn., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 897</b>	<b>839 539</b>	<b>107 855</b>	<b>25 880</b>	<b>13 425</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>82</b>	<b>(D)</b>	<b>6 334</b>	<b>1 311</b>	<b>531</b>
525	Hardware stores -----	22	5 351	997	253	99
52 ex. 525	Other -----	60	(D)	5 337	1 058	432
53	<b>General merchandise group stores -----</b>	<b>53</b>	<b>87 742</b>	<b>11 011</b>	<b>2 583</b>	<b>1 771</b>
531	Department stores <sup>3</sup> -----	6	70 195	8 583	1 985	1 258
533	Variety stores -----	32	12 097	1 676	418	408
539	Miscellaneous general merchandise stores -----	15	5 450	752	180	105
54	<b>Food stores<sup>4</sup> -----</b>	<b>213</b>	<b>184 308</b>	<b>19 276</b>	<b>4 728</b>	<b>2 151</b>
541	Grocery stores -----	124	168 570	17 074	4 229	1 772
55 ex. 554	<b>Automotive dealers -----</b>	<b>85</b>	<b>144 679</b>	<b>14 866</b>	<b>3 400</b>	<b>1 066</b>
554	<b>Gasoline service stations -----</b>	<b>151</b>	<b>65 184</b>	<b>5 666</b>	<b>1 394</b>	<b>742</b>
56	<b>Apparel and accessory stores -----</b>	<b>197</b>	<b>57 585</b>	<b>9 392</b>	<b>2 237</b>	<b>1 279</b>
561	Men's and boys' clothing and furnishings stores -----	34	(D)	2 011	459	204
562, 3, 8	Women's clothing and specialty stores and furriers -----	89	22 766	3 583	852	534
562	Women's ready-to-wear stores -----	67	19 390	3 064	722	465
565	Family clothing stores -----	18	14 827	(D)	(D)	(D)
566	Shoe stores -----	28	5 997	1 009	226	121
564, 9	Other apparel and accessory stores -----	28	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>168</b>	<b>42 760</b>	<b>6 379</b>	<b>1 599</b>	<b>678</b>
5712	Furniture stores -----	44	13 056	2 152	543	213
5713, 4, 9	Home furnishings stores -----	60	11 694	2 079	509	229
572, 3	Household appliance, radio, television, and music stores -----	64	18 010	2 148	547	236
58	<b>Eating and drinking places -----</b>	<b>316</b>	<b>65 442</b>	<b>17 140</b>	<b>4 150</b>	<b>3 230</b>
5812	Eating places -----	279	61 777	16 340	3 944	3 075
5813	Drinking places (alcoholic beverages) -----	37	3 665	800	206	155
591	<b>Drug and proprietary stores -----</b>	<b>48</b>	<b>(D)</b>	<b>3 787</b>	<b>958</b>	<b>459</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>584</b>	<b>126 980</b>	<b>14 004</b>	<b>3 520</b>	<b>1 518</b>
592	Liquor stores -----	129	24 538	1 484	353	176
594	Miscellaneous shopping goods stores -----	221	34 740	4 750	1 103	664
5992	Florists -----	40	5 023	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Stamford</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>205</b>	<b>72 242</b>	<b>10 426</b>	<b>2 547</b>	<b>2 043</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>5</b>	<b>912</b>	<b>200</b>	<b>50</b>	<b>20</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>6</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores -----</b>	<b>17</b>	<b>3 657</b>	<b>434</b>	<b>107</b>	<b>95</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>6</b>	<b>740</b>	<b>42</b>	<b>12</b>	<b>9</b>
56	<b>Apparel and accessory stores -----</b>	<b>57</b>	<b>10 316</b>	<b>1 839</b>	<b>462</b>	<b>339</b>
561	Men's and boys' clothing and furnishings stores -----	15	3 715	723	180	95
562, 3, 8	Women's clothing and specialty stores and furriers -----	22	3 811	634	154	137
562	Women's ready-to-wear stores -----	13	2 572	451	110	97
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	13	1 490	237	67	56
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>22</b>	<b>3 774</b>	<b>676</b>	<b>155</b>	<b>93</b>
5712	Furniture stores -----	8	1 134	205	50	29
5713, 4, 9	Home furnishings stores -----	5	743	158	36	26
572, 3	Household appliance, radio, television, and music stores -----	9	1 897	313	69	38
58	<b>Eating and drinking places -----</b>	<b>29</b>	<b>3 209</b>	<b>780</b>	<b>184</b>	<b>178</b>
5812	Eating places -----	19	1 910	459	111	119
5813	Drinking places (alcoholic beverages) -----	10	1 299	321	73	59
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>1 113</b>	<b>159</b>	<b>35</b>	<b>30</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>57</b>	<b>6 862</b>	<b>1 178</b>	<b>285</b>	<b>197</b>
592	Liquor stores -----	7	827	53	10	8
594	Miscellaneous shopping goods stores -----	25	3 662	707	171	121
5992	Florists -----	4	506	87	21	17

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Stamford</b>			
	Retail stores <sup>2</sup> -----	6.5	(D)	43.3
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	43.1	(D)
525	Hardware stores -----	21.7	72.8	8.5
52 ex. 525	Other -----	-21.0	35.0	(D)
53	General merchandise group stores -----	16.4	20.0	25.5
531	Department stores <sup>3</sup> -----	13.3	11.6	15.2
533	Variety stores -----	15.8	(D)	57.6
539	Miscellaneous general merchandise stores -----	(D)	(D)	(NC)
54	Food stores <sup>4</sup> -----	-35.0	33.6	35.7
541	Grocery stores -----	(NA)	32.6	34.9
55 ex. 554	Automotive dealers -----	(D)	49.1	47.6
554	Gasoline service stations -----	(NC)	29.0	42.6
56	Apparel and accessory stores -----	-10.1	40.7	41.8
561	Men's and boys' clothing and furnishings stores -----	10.5	8.5	23.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	-9.6	(D)	38.1
562	Women's ready-to-wear stores -----	-7.2	(D)	43.6
565	Family clothing stores -----	(NC)	(NC)	87.4
566	Shoe stores -----	-24.2	18.7	33.4
564, 9	Other apparel and accessory stores -----	-25.9	-9.8	3.9
57	Furniture, home furnishings, and equipment stores -----	4.3	38.7	31.3
5712	Furniture stores -----	0.4	-4.1	16.3
5713, 4, 9	Home furnishings stores -----	53.2	59.4	54.6
572, 3	Household appliance, radio, television, and music stores -----	-12.4	71.0	30.7
58	Eating and drinking places -----	39.3	58.8	56.9
5812	Eating places -----	67.7	70.8	67.0
5813	Drinking places (alcoholic beverages) -----	-2.4	-5.6	-22.5
591	Drug and proprietary stores -----	-30.7	23.8	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	(D)	70.8
592	Liquor stores -----	-21.4	19.2	13.6
594	Miscellaneous shopping goods stores -----	(D)	33.1	43.4
5992	Florists -----	-3.6	(D)	37.3

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Stamford</b>					
	<b>Retail stores<sup>1</sup>-----</b>	(D)	9.2	100.0	100.0	100.0
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	(D)	1.9	(D)	(D)	(D)
525	Hardware stores -----	(D)	(D)	(D)	0.9	0.6
52 ex. 525	Other -----	(D)	(D)	(D)	2.5	(D)
53	<b>General merchandise group stores -----</b>	(D)	(D)	(D)	(D)	10.5
531	Department stores <sup>2</sup> -----	63.1	(D)	(D)	15.4	8.4
533	Variety stores-----	(D)	(D)	(D)	(D)	1.4
539	Miscellaneous general merchandise stores-----	42.7	(D)	(D)	0.6	0.6
54	<b>Food stores<sup>3</sup>-----</b>	2.7	1.3	3.1	(D)	22.0
541	Grocery stores -----	2.6	1.2	2.7	(D)	20.1
55 ex. 554	<b>Automotive dealers -----</b>	8.3	3.4	6.5	(D)	17.2
554	<b>Gasoline service stations -----</b>	7.6	2.8	2.4	(D)	7.8
56	<b>Apparel and accessory stores -----</b>	40.7	16.1	12.1	(D)	6.9
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	5.3	1.3	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	43.5	15.1	4.5	(D)	2.7
562	Women's ready-to-wear stores -----	(D)	12.3	3.1	1.6	2.3
565	Family clothing stores -----	(D)	(D)	(D)	1.5	1.8
566	Shoe stores -----	45.1	18.8	1.5	(D)	0.7
564, 9	Other apparel and accessory stores -----	(D)	24.3	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	15.4	9.2	5.1	(D)	5.1
5712	Furniture stores -----	16.4	8.7	1.5	(D)	1.6
5713, 4, 9	Home furnishings stores -----	16.1	9.7	1.5	(D)	1.4
572, 3	Household appliance, radio, television, and music stores -----	14.3	9.2	2.2	(D)	2.1
58	<b>Eating and drinking places -----</b>	15.4	6.8	5.8	(D)	7.8
5812	Eating places -----	12.2	5.2	4.2	(D)	7.4
5813	Drinking places (alcoholic beverages) -----	46.9	34.6	1.6	(D)	0.4
591	<b>Drug and proprietary stores -----</b>	6.6	(D)	1.0	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	12.7	(D)	(D)	14.5	15.1
592	Liquor stores -----	6.4	2.6	0.8	(D)	2.9
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	(D)	4.1
5992	Florists -----	40.2	9.7	0.6	(D)	0.6

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

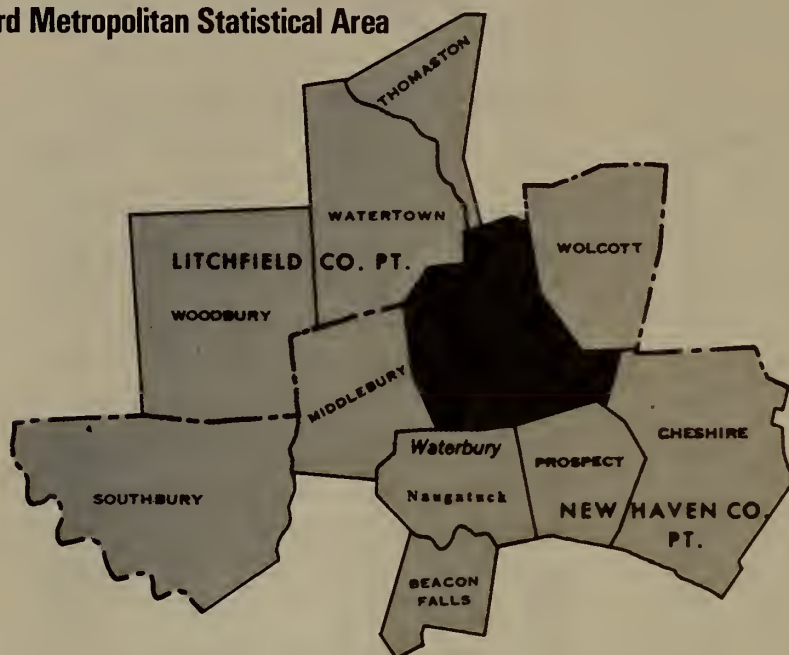
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# WATERBURY

## Standard Metropolitan Statistical Area



0 5 10 MILES



## Central Business District

Comprising Census Tract 3501

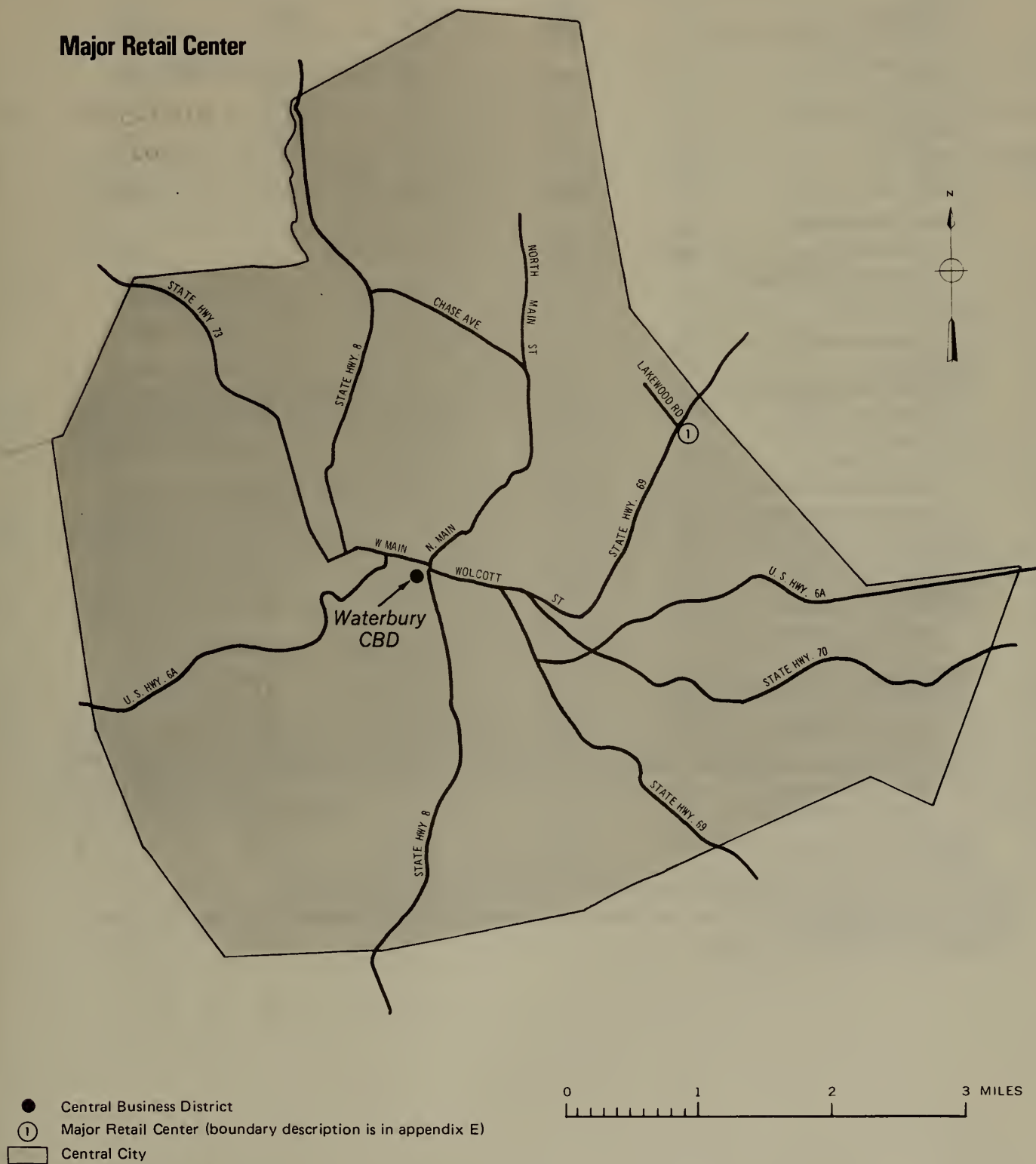


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# WATERBURY

## Major Retail Center



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	<b>Retail stores:<sup>1 2</sup></b>				
	Number .....	1 830	958	178	75
	Sales (\$1,000) .....	671 933	405 271	43 718	86 897
	Payroll entire year (\$1,000) .....	74 449	46 494	7 992	10 438
	Paid employees for week including March 12 ---	11 864	7 324	1 351	1 763
54, 58, 591	<b>Convenience goods stores:</b>				
	Number .....	692	375	54	16
	Sales (\$1,000) .....	(D)	(D)	10 782	14 078
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>				
	Number .....	450	243	80	51
	Sales (\$1,000) .....	(D)	(D)	25 242	71 754
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>				
	Number .....	688	340	44	8
	Sales (\$1,000) .....	265 275	151 720	7 694	1 065
	<b>Number of Establishments</b>				
	<b>Retail stores<sup>1 2</sup> .....</b>	<b>1 830</b>	<b>958</b>	<b>178</b>	<b>75</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers .....</b>	<b>87</b>	<b>31</b>	<b>3</b>	<b>2</b>
525	Hardware stores .....	18	6	-	1
52 ex. 525	Other .....	69	25	3	1
53	<b>General merchandise group stores .....</b>	<b>37</b>	<b>23</b>	<b>8</b>	<b>7</b>
531	Department stores <sup>4</sup> .....	11	9	1	5
533	Variety stores .....	15	9	4	1
539	Miscellaneous general merchandise stores .....	11	5	3	1
54	<b>Food stores<sup>5</sup> .....</b>	<b>265</b>	<b>142</b>	<b>12</b>	<b>5</b>
541	Grocery stores .....	185	105	7	2
55 ex. 554	<b>Automotive dealers .....</b>	<b>129</b>	<b>67</b>	<b>6</b>	<b>-</b>
554	<b>Gasoline service stations .....</b>	<b>147</b>	<b>75</b>	<b>4</b>	<b>3</b>
56	<b>Apparel and accessory stores .....</b>	<b>120</b>	<b>74</b>	<b>32</b>	<b>21</b>
561	Men's and boys' clothing and furnishings stores --	21	15	7	4
562, 3, 8	Women's clothing and specialty stores and furriers .....	48	31	15	10
562	Women's ready-to-wear stores .....	39	23	9	9
565	Family clothing stores .....	14	5	2	2
566	Shoe stores .....	25	16	4	5
564, 9	Other apparel and accessory stores .....	12	7	4	-
57	<b>Furniture, home furnishings, and equipment stores .....</b>	<b>146</b>	<b>80</b>	<b>14</b>	<b>10</b>
5712	Furniture stores .....	35	18	5	-
5713, 4, 9	Home furnishings stores .....	48	23	5	1
572, 3	Household appliance, radio, television, and music stores .....	63	39	4	9
58	<b>Eating and drinking places .....</b>	<b>368</b>	<b>203</b>	<b>36</b>	<b>10</b>
5812	Eating places .....	293	158	26	10
5813	Drinking places (alcoholic beverages) .....	75	45	10	-
591	<b>Drug and proprietary stores .....</b>	<b>59</b>	<b>30</b>	<b>6</b>	<b>1</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> .....</b>	<b>472</b>	<b>233</b>	<b>57</b>	<b>16</b>
592	Liquor stores .....	119	63	9	1
594	Miscellaneous shopping goods stores .....	147	66	26	13
5992	Florists .....	39	23	6	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Waterbury CBD</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>178</b>	<b>43 718</b>	<b>7 992</b>	<b>2 021</b>	<b>1 351</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>8</b>	<b>7 848</b>	<b>1 376</b>	<b>337</b>	<b>285</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	1 334	271	66	45
54	<b>Food stores<sup>4</sup>-----</b>	<b>12</b>	<b>3 474</b>	<b>362</b>	<b>85</b>	<b>52</b>
541	Grocery stores -----	7	2 764	295	65	38
55 ex. 554	<b>Automotive dealers -----</b>	<b>6</b>	<b>1 341</b>	<b>91</b>	<b>39</b>	<b>10</b>
554	<b>Gasoline service stations -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>32</b>	<b>10 093</b>	<b>2 524</b>	<b>660</b>	<b>399</b>
561	Men's and boys' clothing and furnishings stores -----	7	1 756	323	75	39
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	6 035	1 664	480	287
562	Women's ready-to-wear stores -----	9	5 632	1 578	455	273
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	1 024	256	42	21
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>14</b>	<b>2 486</b>	<b>446</b>	<b>131</b>	<b>58</b>
5712	Furniture stores -----	5	1 776	317	105	35
5713, 4, 9	Home furnishings stores -----	5	402	99	19	16
572, 3	Household appliance, radio, television, and music stores -----	4	308	30	7	7
58	<b>Eating and drinking places -----</b>	<b>36</b>	<b>4 132</b>	<b>979</b>	<b>233</b>	<b>242</b>
5812	Eating places -----	26	3 406	879	210	224
5813	Drinking places (alcoholic beverages) -----	10	726	100	23	18
591	<b>Drug and proprietary stores -----</b>	<b>6</b>	<b>3 176</b>	<b>338</b>	<b>80</b>	<b>51</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>57</b>	<b>9 531</b>	<b>1 639</b>	<b>398</b>	<b>224</b>
592	Liquor stores -----	9	1 469	168	48	20
594	Miscellaneous shopping goods stores -----	26	4 815	881	201	113
5992	Florists -----	6	556	140	38	32

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Waterbury</b>					
	Retail stores <sup>2</sup> -----	958	405 271	46 494	11 102	7 324
52	Building materials, hardware, garden supply, and mobile home dealers -----	31	18 572	2 709	613	242
525	Hardware stores -----	6	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	25	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	23	75 879	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	9	(D)	(D)	(D)	(D)
533	Variety stores -----	9	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	142	90 058	7 721	1 873	1 276
541	Grocery stores -----	105	80 852	6 580	1 520	928
55 ex. 554	Automotive dealers -----	67	68 192	5 412	1 212	507
554	Gasoline service stations -----	75	24 043	1 993	488	284
56	Apparel and accessory stores -----	74	23 842	3 992	1 019	729
561	Men's and boys' clothing and furnishings stores -----	15	(D)	678	157	102
562, 3, 8	Women's clothing and specialty stores and furriers -----	31	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	23	(D)	2 339	652	467
565	Family clothing stores -----	5	(D)	277	62	53
566	Shoe stores -----	16	3 536	557	112	78
564, 9	Other apparel and accessory stores -----	7	335	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	80	(D)	1 772	466	234
5712	Furniture stores -----	18	2 757	423	133	56
5713, 4, 9	Home furnishings stores -----	23	3 112	470	106	69
572, 3	Household appliance, radio, television, and music stores -----	39	(D)	879	227	109
58	Eating and drinking places -----	203	29 084	6 657	1 534	1 596
5812	Eating places -----	158	25 901	6 179	1 427	1 504
5813	Drinking places (alcoholic beverages) -----	45	3 183	478	107	92
591	Drug and proprietary stores -----	30	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	233	51 553	5 038	1 254	635
592	Liquor stores -----	63	7 261	312	88	48
594	Miscellaneous shopping goods stores -----	66	10 640	1 437	333	210
5992	Florists -----	23	1 427	255	59	58

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Waterbury, Conn., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 830</b>	<b>671 933</b>	<b>74 449</b>	<b>17 798</b>	<b>11 864</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>87</b>	<b>35 880</b>	<b>4 664</b>	<b>1 035</b>	<b>445</b>
525	Hardware stores -----	18	(D)	320	71	42
52 ex. 525	Other -----	69	(D)	4 344	964	403
53	<b>General merchandise group stores -----</b>	<b>37</b>	<b>86 761</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	11	76 598	9 629	2 232	1 559
533	Variety stores -----	15	4 933	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	11	5 230	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>265</b>	<b>168 599</b>	<b>14 440</b>	<b>3 545</b>	<b>2 393</b>
541	Grocery stores -----	185	154 656	12 606	3 031	1 889
55 ex. 554	<b>Automotive dealers -----</b>	<b>129</b>	<b>117 763</b>	<b>9 801</b>	<b>2 265</b>	<b>912</b>
554	<b>Gasoline service stations -----</b>	<b>147</b>	<b>46 979</b>	<b>3 323</b>	<b>826</b>	<b>519</b>
56	<b>Apparel and accessory stores -----</b>	<b>120</b>	<b>36 752</b>	<b>5 400</b>	<b>1 378</b>	<b>1 007</b>
561	Men's and boys' clothing and furnishings stores -----	21	(D)	811	185	120
562, 3, 8	Women's clothing and specialty stores and furriers -----	48	17 245	3 011	831	597
562	Women's ready-to-wear stores -----	39	(D)	2 908	802	577
565	Family clothing stores -----	14	9 467	(D)	(D)	(D)
566	Shoe stores -----	25	3 919	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	12	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>146</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5712	Furniture stores -----	35	7 834	1 233	323	125
5713, 4, 9	Home furnishings stores -----	48	6 026	751	171	102
572, 3	Household appliance, radio, television, and music stores -----	63	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>368</b>	<b>52 404</b>	<b>12 099</b>	<b>2 778</b>	<b>2 914</b>
5812	Eating places -----	293	46 215	11 056	2 542	2 697
5813	Drinking places (alcoholic beverages) -----	75	6 189	1 043	236	217
591	<b>Drug and proprietary stores -----</b>	<b>59</b>	<b>(D)</b>	<b>2 995</b>	<b>745</b>	<b>510</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>472</b>	<b>81 312</b>	<b>7 563</b>	<b>1 853</b>	<b>970</b>
592	Liquor stores -----	119	15 056	775	223	139
594	Miscellaneous shopping goods stores -----	147	16 659	2 088	491	322
5992	Florists -----	39	2 422	349	81	78

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Waterbury</b>					
	Retail stores <sup>2</sup> -----	226	65 795	9 901	2 377	2 093
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	7	7 006	1 291	325	375
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	29	17 421	1 553	378	319
55 ex. 554	Automotive dealers -----	7	8 639	824	191	106
554	Gasoline service stations -----	6	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	40	12 877	2 695	605	590
561	Men's and boys' clothing and furnishings stores -----	13	2 252	381	82	68
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	6 120	1 388	309	338
562	Women's ready-to-wear stores -----	10	5 965	1 376	306	334
565	Family clothing stores -----	5	3 297	716	167	152
566	Shoe stores -----	7	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	23	5 834	1 223	319	202
5712	Furniture stores -----	8	3 382	808	216	116
5713, 4, 9	Home furnishings stores -----	10	1 634	272	68	59
572, 3	Household appliance, radio, television, and music stores -----	5	818	143	35	27
58	Eating and drinking places -----	56	3 729	723	186	220
5812	Eating places -----	44	2 803	604	154	181
5813	Drinking places (alcoholic beverages) -----	12	926	119	32	39
591	Drug and proprietary stores -----	8	1 556	279	70	46
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	48	6 972	1 103	246	197
592	Liquor stores -----	6	1 078	66	17	14
594	Miscellaneous shopping goods stores -----	22	3 863	700	148	119
5992	Florists -----	6	740	159	40	30

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Waterbury</b>			
	<b>Retail stores<sup>2</sup> -----</b>	<b>-33.6</b>	<b>40.0</b>	<b>49.2</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>48.4</b>	<b>40.3</b>	<b>45.6</b>
525	Hardware stores -----	-	-42.1	(D)
52 ex. 525	Other -----	48.4	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>12.0</b>	<b>(D)</b>	<b>26.0</b>
531	Department stores <sup>3</sup> -----	13.9	22.2	25.0
533	Variety stores -----	-32.0	-12.8	-31.8
539	Miscellaneous general merchandise stores -----	(D)	(NC)	(NC)
54	<b>Food stores<sup>4</sup> -----</b>	<b>-80.1</b>	<b>32.9</b>	<b>51.8</b>
541	Grocery stores -----	(NA)	35.0	57.3
55 ex. 554	<b>Automotive dealers -----</b>	<b>-84.5</b>	<b>67.4</b>	<b>59.5</b>
554	<b>Gasoline service stations -----</b>	<b>-23.3</b>	<b>52.3</b>	<b>63.8</b>
56	<b>Apparel and accessory stores -----</b>	<b>-21.6</b>	<b>1.5</b>	<b>18.5</b>
561	Men's and boys' clothing and furnishings stores -----	-22.0	-15.9	-21.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	-1.4	(D)	25.9
562	Women's ready-to-wear stores -----	-5.6	14.9	(D)
565	Family clothing stores -----	(D)	-40.6	46.5
566	Shoe stores -----	(D)	(D)	14.1
564, 9	Other apparel and accessory stores -----	(NC)	(NC)	15.2
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>(NC)</b>	<b>(D)</b>	<b>(D)</b>
5712	Furniture stores -----	(NC)	-37.9	-9.8
5713, 4, 9	Home furnishings stores -----	(NC)	-25.5	30.1
572, 3	Household appliance, radio, television, and music stores -----	(NC)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>10.8</b>	<b>46.2</b>	<b>59.0</b>
5812	Eating places -----	21.5	50.9	62.6
5813	Drinking places (alcoholic beverages) -----	-21.6	16.9	36.7
591	<b>Drug and proprietary stores -----</b>	<b>104.1</b>	<b>62.9</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>36.7</b>	<b>112.6</b>	<b>90.0</b>
592	Liquor stores -----	36.3	21.3	23.8
594	Miscellaneous shopping goods stores -----	24.6	56.1	53.7
5992	Florists -----	-24.9	23.2	41.0

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Waterbury</b>					
	<b>Retail stores<sup>1</sup> -----</b>	<b>10.8</b>	<b>6.5</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>4.6</b>	<b>5.3</b>
525	Hardware stores -----	(D)	(D)	-	(D)	(D)
52 ex. 525	Other -----	3.3	1.8	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>10.4</b>	<b>9.0</b>	<b>18.0</b>	<b>18.7</b>	<b>12.9</b>
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	11.4
533	Variety stores -----	43.3	(D)	(D)	(D)	0.7
539	Miscellaneous general merchandise stores -----	(D)	25.5	3.1	(D)	0.8
54	<b>Food stores<sup>3</sup> -----</b>	<b>3.9</b>	<b>2.1</b>	<b>7.9</b>	<b>22.2</b>	<b>25.1</b>
541	Grocery stores -----	3.4	1.8	6.3	20.0	23.0
55 ex. 554	<b>Automotive dealers -----</b>	<b>2.0</b>	<b>1.1</b>	<b>3.1</b>	<b>16.8</b>	<b>17.5</b>
554	<b>Gasoline service stations -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>5.9</b>	<b>7.0</b>
56	<b>Apparel and accessory stores -----</b>	<b>42.3</b>	<b>27.5</b>	<b>23.1</b>	<b>5.9</b>	<b>5.5</b>
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	4.0	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	35.0	13.8	(D)	2.6
562	Women's ready-to-wear stores -----	(D)	(D)	12.9	(D)	(D)
565	Family clothing stores -----	63.2	(D)	(D)	(D)	1.4
566	Shoe stores -----	29.0	26.1	2.3	0.9	0.6
564, 9	Other apparel and accessory stores -----	(D)	31.7	(D)	0.1	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>(D)</b>	<b>(D)</b>	<b>5.7</b>	<b>(D)</b>	<b>(D)</b>
5712	Furniture stores -----	64.4	22.7	4.1	0.7	1.2
5713, 4, 9	Home furnishings stores -----	12.9	6.7	0.9	0.8	0.9
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	0.7	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>14.2</b>	<b>7.9</b>	<b>9.5</b>	<b>7.2</b>	<b>7.8</b>
5812	Eating places -----	13.2	7.4	7.8	6.4	6.9
5813	Drinking places (alcoholic beverages) -----	22.8	11.7	1.7	0.8	0.9
591	<b>Drug and proprietary stores -----</b>	<b>(D)</b>	<b>(D)</b>	<b>7.3</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>18.5</b>	<b>11.7</b>	<b>21.8</b>	<b>12.7</b>	<b>12.1</b>
592	Liquor stores -----	20.2	9.8	3.4	1.8	2.2
594	Miscellaneous shopping goods stores -----	45.3	28.9	11.0	2.6	2.5
5992	Florists -----	39.0	23.0	1.3	0.4	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## APPENDIX A. General Explanation

### CENSUS COVERAGE AND METHODOLOGY

**Structure and method of enumeration**—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

- b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.

- b. The 10-percent sample of small employers referred to in section 1b above.

**Method of classifying kinds of business**—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.<sup>1</sup> However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

### COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

**Geographic areas**—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

<sup>1</sup>Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.



**Classifications**—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

**Sales**—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

**Legal form of organization**—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

**Sales**—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.



**Payroll entire year**—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

**Payroll first quarter**—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

**Paid employees for week including March 12**—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

**Central administrative offices and auxiliaries**—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

### Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

**Hardware stores (SIC 525)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.



## General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

**Department stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

**Variety stores (SIC 533)**—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

**Miscellaneous general merchandise stores (SIC 539)**—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

## Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

**Grocery stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as super-markets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

## Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

**Gasoline service stations (SIC 554)**—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

## Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.



**Women's ready-to-wear stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

**Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)**—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

**Other apparel and accessory stores (SIC 564 and 569)**—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

### **Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)**

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

**Home furnishings stores (SIC 5713, 5714, and 5719)**—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

**Household appliance, radio, television, and music stores (SIC 572 and 573)**—Comprise the following industries:

*Household appliance stores (SIC 572)*—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

*Radio and television stores (SIC 5732)*—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

*Record shops (SIC 5733 pt.)*—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

*Musical instrument stores (SIC 5733 pt.)*—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

### **Eating and Drinking Places (SIC Major Group 58)**

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

**Eating places (SIC 5812)**—Includes retail establishments which sell prepared foods and beverages for consumption on or near



the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

### **Miscellaneous Retail Stores (SIC Major Group 59)**

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

**Drug and proprietary stores (SIC 591)**—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

**Liquor stores (SIC 592)**—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Miscellaneous shopping goods stores (SIC 594)**—Comprises the following industries:

*General line sporting goods stores (SIC 5941 pt.)*—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

*Specialty line sporting goods stores (SIC 5941 pt.)*—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

*Book stores (SIC 5942)*—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

*Stationery stores (SIC 5943)*—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

*Jewelry stores (SIC 5944)*—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

*Hobby, toy, and game shops (SIC 5945)*—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

*Camera and photographic supply stores (SIC 5946)*—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

*Gift, novelty, and souvenir shops (SIC 5947)*—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

*Luggage and leather goods stores (SIC 5948)*—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

*Sewing, needlework, and piece goods stores (SIC 5949)*—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

**Florists (SIC 5992)**—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

**Nonstore retailers (SIC 596)**—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

## APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS

### 1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)

*Important* - PLEASE READ ALL ACCOMPANYING INSTRUCTIONS

Please complete this  
form and RETURN TO

BUREAU OF THE CENSUS  
1201 East Tenth Street  
Jeffersonville, Indiana 47132

Census use only	Unit No.	Item code	Unit No.	Item code	Unit No.	Item code

**NOTICE** - Response to this inquiry is required by law (Title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

In correspondence pertaining to this report,  
please refer to this Census File Number

Employer Identification  
Number

Please correct errors in name, address and ZIP code. ENTER street and number if not shown.

**Item 1 - PHYSICAL LOCATION OF ESTABLISHMENT** - In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete Items a through g.

<p><b>a. Address number and street name of physical location</b> - If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.</p> <p>Mark (X) for a, b, c, and d if same as mailing label; if different show corrections.</p> <p>Same as mailing label <input type="checkbox"/> OR ▶</p> <p><b>b. Name of city, town, village, borough, etc. of physical location</b></p> <p>Same as mailing label <input type="checkbox"/> OR ▶</p> <p><b>c. State</b></p> <p>Same as mailing label <input type="checkbox"/> OR ▶</p>		<p><b>d. ZIP code</b></p> <p>Same as mailing label <input type="checkbox"/> OR ▶</p>		<p><b>e. Type of municipality indicated in 1b</b></p> <p>1 <input type="checkbox"/> City      4 <input type="checkbox"/> Borough      7 <input type="checkbox"/> Other - Specify _____</p> <p>2 <input type="checkbox"/> Town      5 <input type="checkbox"/> Township</p> <p>Mark (X) one    3 <input type="checkbox"/> Village      6 <input type="checkbox"/> Unincorporated    8 <input type="checkbox"/> Don't know</p> <p><b>f. Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?</b></p> <p>1 <input type="checkbox"/> Yes      2 <input type="checkbox"/> No</p> <p><b>NOTE</b> - The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.</p> <p>3 <input type="checkbox"/> No legal boundaries    4 <input type="checkbox"/> Don't know</p> <p><b>g. Name of county (Louisiana parish) of physical location</b></p>	
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#### Item 2 - EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?

☐ YES

☐ NO - Enter current EI number →

(9 digits)

#### Item 3 - OPERATIONAL STATUS

a. Mark (X) the ONE box which best describes this establishment at the end of 1977.

- 001    1 ☐ In operation      *Figures only*
- 2 ☐ Temporarily or seasonally inactive      Month    Day    Year
- 3 ☐ Ceased operation - Give date →
- 4 ☐ Sold or leased to another operator } Give date AND name, etc. →

Name of new owner or operator

Number and street

City      State      ZIP code

b. How many months during 1977 did this firm or organization actively operate this establishment?

Number of months  
002           

#### Item 4 - ORGANIZATIONAL STATUS

a. Mark (X) the ONE box which best describes this establishment during 1977.

- 003    1 ☐ Individual proprietorship
- 2 ☐ Partnership
- 3 ☐ Cooperative association
- 4 ☐ Governmental - Specify \_\_\_\_\_
- 5 ☐ Corporation (other than specified above)
- 6 ☐ Other - Specify \_\_\_\_\_

b. Was all or part of the income of this establishment or organization exempt from Federal income taxes under Section 501 or 521 of the Internal Revenue Code?

004    1 ☐ YES  
2 ☐ NO

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:

EXAMPLE: If figure is \$1,125,628.28

• PREFERRED method. . . . .  
Acceptable method . . . . .

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	125	
1	125	628

*Important - Please read*

#### Item 5 - DOLLAR VOLUME OF BUSINESS IN 1977

a. Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Mil.    Thou.    Dol.

010           

b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities?

011    1 ☐ YES  
2 ☐ NO

If "YES," report the amount of such taxes  
(DO NOT include taxes in 5a above)

Mil.    Thou.    Dol.

012           

c. TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above)

013           

#### Item 6 - PAYROLL AND EMPLOYMENT

a. Payroll

Mil.    Thou.    Dol.

030           

(1) Total ANNUAL payroll in 1977 before deductions

031           

(2) Payroll for the FIRST QUARTER of 1977

b. Employment - Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

032 MAR	033 MAY	034 AUG	035 NOV
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>



Item 7 – METHOD OF SELLING – Mark (X) the ONE box which best describes this establishment's principal method of selling.

300

1 ☐ Selling at this establishment

2 ☐ Mail order (catalog selling)

3 ☐ House-to-house or telephone (direct selling)

4 ☐ Operating merchandise vending machines

Item 8 – DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM

302

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if ■ Customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment.

1 ☐ YES

2 ☐ NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm.

Name of establishment

Kind of business

Item 9 – DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT

304

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977? (Exclude coin-operated amusement or vending machine space leased to others)

Mark "YES" if ■ Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.

■ Any department is operated by a subsidiary firm or the parent firm.

1 ☐ YES →

2 ☐ NO – SKIP to item 10

Enter number – List each one in 0 below

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in item 6? (e)
				Mil.	Thou.	Dol.		
305		306		307			308	309
1							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
2							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
3							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO

Item 15 – OWNERSHIP OR CONTROL – Refer to instructions for definitions of ownership and control.

a. Is this company owned or controlled by another company?

1 ☐ YES →

2 ☐ NO

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

Owning or controlling company

EI No. (9 digits)

b. Does this company own or control any other company or companies?

1 ☐ YES →

2 ☐ NO

Owning or controlled company

EI No. (9 digits)

Item 16 – LOCATIONS OF OPERATION

1 ☐ YES – Answer (b) and (c)

2 ☐ NO – Do not complete (b) and (c) below. Review your report for completeness and accuracy and return.

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.)

Number of locations

b. At how many separate locations were these operations conducted during 1977?

c. List each location – including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
	Name	Number and street of physical location	City	Mil.	Thou.	Dol.	084 MAR	085 MAY	
080									
				Sales and receipts	081				
				Total annual payroll	082				
				1st quarter payroll	083				
							086 AUG	087 NOV	
									088 Census use only

Census use only	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
	Name	Number and street of physical location	City	Mil.	Thou.	Dol.	084 MAR	085 MAY	
080									
				Sales and receipts	081				
				Total annual payroll	082				
				1st quarter payroll	083				
							086 AUG	087 NOV	
									088 Census use only

TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)

Sales and receipts

Total annual payroll

1st quarter payroll

MAR

AUG

MAY

NOV



## APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
52	<b>BUILDING MATERIALS, HARWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS</b>		56	<b>APPAREL AND ACCESSORY STORES</b>	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores . . . . .	56
5231	Paint, glass, and wallpaper stores . . . . .	52B	5621	Women's ready-to-wear stores . . . . .	56
5251	Hardware stores . . . . .	52B	5631 PT.	Millinery stores . . . . .	56
5261	Retail nurseries, lawn and garden supply stores . . . . .	52B	5631 PT.	Corset and lingerie stores . . . . .	56
5271	Mobile home dealers . . . . .	52C	5631 PT.	Other women's accessory, specialty stores . . . .	56
53	<b>GENERAL MERCHANDISE GROUP STORES</b>		5641	Children's and infants' wear stores . . . . .	56
5311	Department stores . . . . .	53A	5651	Family clothing stores . . . . .	56
5331	Variety stores . . . . .	53B	5661 PT.	Men's shoe stores . . . . .	56
5399	Miscellaneous general merchandise stores . . . .	53A	5661 PT.	Women's shoe stores . . . . .	56
			5661 PT.	Children's and juveniles' shoe stores . . . . .	56
			5661 PT.	Family shoe stores . . . . .	56
54	<b>FOOD STORES</b>		5681	Furriers and fur shops . . . . .	56
5411	Grocery stores . . . . .	54	5699	Miscellaneous apparel and accessory stores . . . .	56
5422	Freezer and locker meat provisioners . . . . .	54			
5423 PT.	Meat markets . . . . .	54	57	<b>FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES</b>	
5423 PT.	Fish (seafood) markets . . . . .	54			
5431	Fruit stores and vegetable markets . . . . .	54	5712	Furniture stores . . . . .	57A
5441	Candy, nut, and confectionery stores . . . . .	54	5713	Floor covering stores . . . . .	57B
5451	Dairy products stores . . . . .	54	5714	Drapery, curtain, and upholstery stores . . . . .	57B
5462	Retail bakeries—baking and selling . . . . .	54	5719	Miscellaneous home furnishings stores . . . . .	57B
5463	Retail bakeries—selling only . . . . .	54			
5499	Miscellaneous food stores . . . . .	54	5722	Household appliance stores . . . . .	57A
			5732	Radio and television stores . . . . .	57A
55	<b>AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS</b>		5733 PT.	Record shops . . . . .	57B
5511 PT.	Dealers with domestic car franchise only . . . .	55A	5733 PT.	Musical instrument stores . . . . .	57B
5511 PT.	Dealers with imported car franchise only . . . .	55A			
5511 PT.	Dealers with domestic, import car franchises . .	55A	58	<b>EATING AND DRINKING PLACES</b>	
5521	Motor vehicle dealers—used cars only. . . . .	55A			
5531 PT.	Tire, battery, and accessory dealers . . . . .	55B	5812 PT.	Restaurants and lunchrooms . . . . .	58
5531 PT.	Other auto and home supply stores . . . . .	55B	5812 PT.	Social caterers . . . . .	58
5541	Gasoline service stations . . . . .	55D	5812 PT.	Cafeterias . . . . .	58
5551	Boat dealers . . . . .	55C	5812 PT.	Refreshment places . . . . .	58
5561	Recreational and utility trailer dealers . . . . .	55C	5812 PT.	Contract feeding . . . . .	58
5571	Motorcycle dealers . . . . .	55C	5812 PT.	Ice cream, frozen custard stands . . . . .	58
5599	Automotive dealers, n.e.c. . . . .	55C	5813	Drinking places (alcoholic beverages) . . . . .	58

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
<b>59</b>	<b>MISCELLANEOUS RETAIL STORES</b>			<b>MISCELLANEOUS RETAIL STORES—Con.</b>	
5912 PT.	Drug stores .....	59A	5962	Automatic merchandising machine operators.....	58
5912 PT.	Proprietary stores .....	59A			
5921	Liquor stores .....	59G			
5931	Used merchandise stores .....	59G	5963 PT.	Furniture, home furnishings, equipment—direct selling .....	57A
5941 PT.	General line sporting goods stores .....	59C	5963 PT.	Mobile food service—direct selling .....	58
5941 PT.	Specialty line sporting goods stores .....	59C	5963 PT.	Books and stationery—direct selling .....	59B
5942	Book stores .....	59B	5963 PT.	Other direct selling .....	59G
5943	Stationery stores .....	59B			
5944	Jewelry stores .....	59D	5982	Fuel and ice dealers, n.e.c. ....	59E
			5983	Fuel oil dealers .....	59E
5945	Hobby, toy, and game shops .....	59B	5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5946	Camera and photographic supply stores .....	59B			
5947	Gift, novelty, and souvenir shops .....	59B	5992	Florists .....	59F
5948	Luggage and leather goods stores .....	59B	5993	Cigar stores and stands .....	59G
5949	Sewing, needlework, and piece goods stores .....	59B	5994	News dealers and newsstands .....	59G
			5999 PT.	Pet shops .....	59G
5961 PT.	Department store merchandise—mail order ....	53A	5999 PT.	Typewriter stores .....	59B
5961 PT.	General merchandise, n.e.c.—mail order .....	53A	5999 PT.	Optical goods stores .....	59G
5961 PT.	Other mail-order houses .....	53A	5999 PT.	Other retail stores, n.e.c. ....	59G

## APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

### NEW YORK-NEWARK-JERSEY CITY, N.Y.-N.J.-CONN., SCSA<sup>1 2</sup>

Consists of New York, N.Y.-N.J., SMSA; Nassau-Suffolk, N.Y., SMSA; Newark, N.J., SMSA; Jersey City, N.J., SMSA; New Brunswick-Perth Amboy-Sayreville, N.J., SMSA; Paterson-Clifton-Passaic, N.J., SMSA; Long Branch-Asbury Park, N.J., SMSA; Stamford, Conn., SMSA; and Norwalk, Conn., SMSA

### BRIDGEPORT SMSA

Consists of Bridgeport and Shelton cities and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County, and Derby and Milford cities in New Haven County, Conn.

### BRISTOL SMSA

Consists of Bristol city and Burlington town in Hartford County and Plymouth town in Litchfield County, Conn.

### DANBURY SMSA

Consists of Danbury city and Bethel, Brookfield, New Fairfield, Newtown, and Redding towns in Fairfield County, and New Milford town in Litchfield County, Conn.

### HARTFORD SMSA

Consists of Hartford city and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor, and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town in New London County; and Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Tolland, Vernon, and Willington towns in Tolland County, Conn.

### MERIDEN SMSA

Coextensive with Meriden city in New Haven County, Conn.

### NEW BRITAIN SMSA

Consists of New Britain city and Berlin, Plainville, and Southington towns in Hartford County, Conn.

### NEW HAVEN-WEST HAVEN SMSA<sup>3</sup>

Consists of Clinton town in Middlesex County and New Haven and West Haven cities and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford, and Woodbridge towns in New Haven County, Conn.

### NEW LONDON-NORWICH, CONN.-R.I., SMSA

Consists of Old Saybrook town in Middlesex County; New London and Norwich cities and Bozrah, East Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington, and Waterford towns in New London County, Conn.; and Hopkinton and Westerly towns in Washington County, R.I.

### NORWALK SMSA

Consists of Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, Conn.

### SPRINGFIELD-CHICOPEE-HOLYOKE, MASS.-CONN., SMSA<sup>4</sup>

Consists of Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County, Mass.; Northampton city and Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley, and Southampton towns in Hampshire County, Mass.; Warren town in Worcester County, Mass.; and Somers town in Tolland County, Conn.

### STAMFORD SMSA

Consists of Stamford city and Darien, Greenwich, and New Canaan towns in Fairfield County, Conn.

### WATERBURY SMSA

Consists of Thomaston, Watertown, and Woodbury towns in Litchfield County and Waterbury city, Naugatuck borough, and Beacon Falls, Cheshire, Middlebury, Prospect Southbury, and Wolcott towns in New Haven County, Conn.

<sup>1</sup> Includes New York-Northeastern New Jersey SCA and Long Branch-Asbury Park, N.J.; Stamford, Conn.; and Norwalk, Conn., SMSA's added since 1972 Economic Censuses.

<sup>2</sup> No MRC data are published for Standard Consolidated Statistical Areas.

<sup>3</sup> Killingworth town in Middlesex County was deleted since 1972 Economic Censuses.

<sup>4</sup> MRC data for this SMSA appear only in the Mass. MRC report.





## APPENDIX E. Major Retail Centers

### BRIDGEPORT, CONN., SMSA

MRC No. 2—Includes the planned center known as "Connecticut Post Center" at the intersection of the Connecticut Tpke. and Boston Post Rd. and establishments along the 1200 and 1300 blocks of Boston Post Rd. (Milford) (In tract 1509)

MRC No. 5—Includes the planned center known as "Trumbull Shopping Park" located at the intersection of Merritt Pkwy. and Newton Tpke. (Trumbull) (In tract 903)

MRC No. 6—Includes the planned centers known as "Black Rock Shopping Center," "Turnpike Shopping Center," "Dolan's Corner Stop—Shop," and "Fairfield Woods Plaza" and establishments on Black Rock Tpke. between Fairfield Woods Rd. and Katona Dr. (Fairfield) (In tracts 602 and 610)

### HARTFORD, CONN., SMSA

MRC No. 1—Includes the planned centers known as "Bishop's Corner" and "Crossroads Plaza" and establishments on Albany Ave. from Sims Rd. to Starkel Dr.—Sky View Dr., and on N. Main St. from Sims Rd. to Overhill Rd. (West Hartford town) (In tracts 4974 and 4975)

MRC No. 2—Includes the planned center known as "Silver Lane Plaza" on Silver Lane Rd. between Applegate Ln. and Forbes St. (East Hartford) (In tract 5105)

MRC No. 3—Includes the planned centers known as "Corbin's Corner Shopping Parkade" and "West Farms Mall" at the intersection of New Britain Ave. (Route 6) and Route 71. (West Hartford) (In tract 4962)

MRC No. 4—Includes the planned centers known as "State Line Plaza," "Enfield Square," "Elm Plaza," and "Enfield Mall" and establishments on Elm St. from Route 91 to Palomba Dr., and on Hazard Ave. from Route 91 to Freshwater Blvd. (Enfield) (In tracts 4804 and 4808)

### MERIDEN, CONN., SMSA

MRC No. 1—Includes the planned center known as "Meriden Square" and establishments on Lewis Ave. from Route 66 to Kensington Ave. (Meriden) (In tract 1716)

### NEW BRITAIN, CONN., SMSA

MRC No. 1—Includes the planned centers known as "Patton Brook Plaza," "Queen Plaza Shopping Center," "Madison Shopping Center" and "Caldor Shopping Center" and establishments on Queen St. from River St. to Flanders St. (Southington) (In tracts 4302 and 4306)

### NEW HAVEN—WEST HAVEN, CONN., SMSA

MRC No. 1—Includes the planned centers known as "Hamden Plaza" and "Hamden Mart" and establishments on Dixwell Ave. from Connelly Pkwy. to Shepard Ave. (Hamden town) (In tracts 1658 and 1660)

### NEW LONDON—NORWICH, CONN.-R.I., SMSA

MRC No. 1—Includes the planned center known as "New London Mall" and establishments on North Frontage Rd. from Coleman St. to Vauxhall St. extended. (New London) (In tract 6901)

MRC No. 2—Includes the planned centers known as "Groton Shopping Center," "Groton Shopping Plaza," "Groton Shopping Mart" and "Groton Fashion Plaza" and establishments on U.S. Route 1 from Meriden St. West to South Rd. East. (Groton town) (In tract 7027)

### NORWALK, CONN., SMSA

MRC No. 2—Includes the planned center known as "Gateway Shopping Center" and establishments on Main Ave. from West Rocks Rd. to the Wilton town line, and on Danbury Rd. (Wilton Rd.) from the Norwalk city line to Grumman Hill Rd. (Norwalk and Wilton) (In tracts 401 and 454)

MRC No. 3—Includes establishments along East State St. (Boston Post Rd.) from Westport (Fairfield town line) to Maple Ave. (Westport town) (In tract 506)

### STAMFORD, CONN., SMSA

MRC No. 3—Includes the establishments bounded by the northern property line of Lord and Taylor, High Ridge Rd., and Long Ridge Rd. (Stamford) (In tracts 212, 213, and 206)

MRC No. 4—Includes the planned centers known as "Town and Country Shopping Center" and "Ridge Way Plaza" and establishments on Summer St. from Bedford St. to Sixth St., on Bedford St. from Summer St. to Sixth St., and on Sixth St. from Summer St. to Bedford St. (Stamford) (In tracts 212 and 213)

### WATERBURY, CONN., SMSA

MRC No. 1—Includes the planned center known as "Naugatuck Valley Mall" and establishments on Wolcott St. from Lakewood Rd. to Pritchard Rd. and on Lakewood Rd. from Wolcott St. to Industry Lane. (Waterbury) (In tracts 3511 and 3512)





## APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Bridgeport SMSA	CSAC
Bristol SMSA	N
Danbury SMSA	N
Hartford SMSA	CSAC
Meriden SMSA	F
New Britain SMSA	CSAC
New Haven SMSA	F
New London-Norwich SMSA	CSAC
Norwalk SMSA	F
Stamford SMSA	CSAC
Waterbury SMSA	CSAC



## PUBLICATION PROGRAM

### 1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

#### Final Reports

##### Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

##### Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

##### Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

##### Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

#### Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

#### Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

#### Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

## OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.



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